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BROADCASTING

Broadcast Advertising

Vol. 11 • No. 8

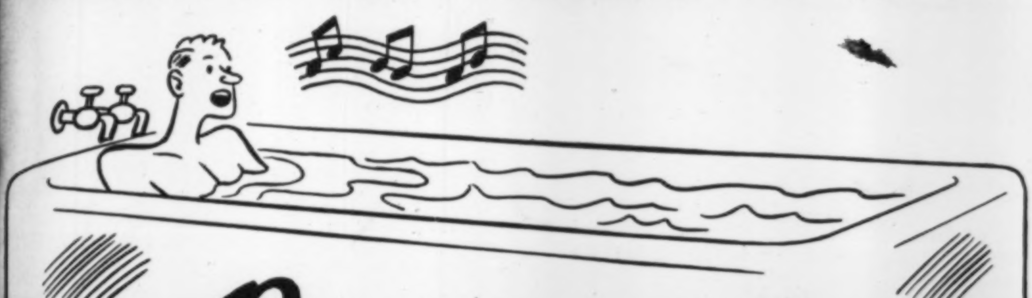
WASHINGTON, D. C.
OCTOBER 15, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

WHERE YOU HAVE GROUND TO COVER



THE JOHN CRERAR
OCT 16 1936
LIBRARY

. . . *One* GOOD BATH TUB

IS WORTH A *dozen* FINGER BOWLS

● For dainty gestures, finger bowls may be adequate. But for a real clean-up, bigger facilities are preferred—hence the natural preference of radio advertisers for the 50,000-watt facilities of WHO.

In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is broad, horizontal. Iowa's largest city, Des Moines, has less than 6% of the state's population. Buying power, spread over the entire state, flows through a score of important trading centers. In selling Iowa, you have ground to cover. And where you have ground to cover, one good tub is worth a dozen finger bowls.

CENTRAL BROADCASTING COMPANY

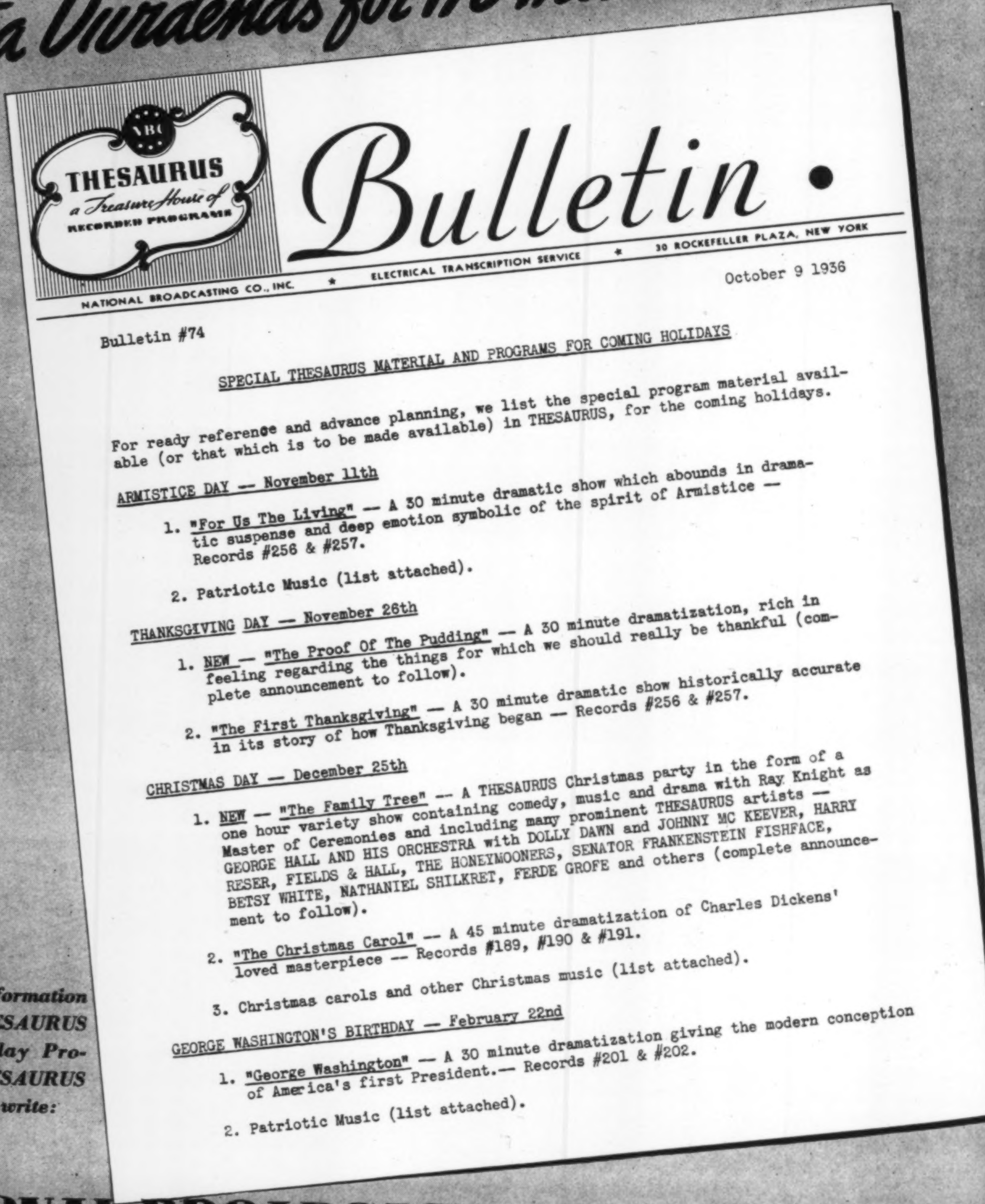
J. O. Maland, Mgr. ● Des Moines, Iowa ● Phone 3-7147
National Representatives: FREE & PETERS, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Extra "Dividends" for 170 Thesaurus Stations



THESAURUS
a Treasure House of
RECORDED PROGRAMS

Bulletin

NATIONAL BROADCASTING CO., INC. ★ ELECTRICAL TRANSCRIPTION SERVICE ★ 30 ROCKEFELLER PLAZA, NEW YORK

October 9 1936

Bulletin #74

SPECIAL THESAURUS MATERIAL AND PROGRAMS FOR COMING HOLIDAYS

For ready reference and advance planning, we list the special program material available (or that which is to be made available) in THESAURUS, for the coming holidays.

ARMISTICE DAY — November 11th

1. "For Us The Living" — A 30 minute dramatic show which abounds in dramatic suspense and deep emotion symbolic of the spirit of Armistice — Records #256 & #257.
2. Patriotic Music (list attached).

THANKSGIVING DAY — November 26th

1. NEW — "The Proof Of The Pudding" — A 30 minute dramatization, rich in feeling regarding the things for which we should really be thankful (complete announcement to follow).
2. "The First Thanksgiving" — A 30 minute dramatic show historically accurate in its story of how Thanksgiving began — Records #256 & #257.

CHRISTMAS DAY — December 25th

1. NEW — "The Family Tree" — A THESAURUS Christmas party in the form of a one hour variety show containing comedy, music and drama with Ray Knight as Master of Ceremonies and including many prominent THESAURUS artists — GEORGE HALL AND HIS ORCHESTRA with DOLLY DAWN and JOHNNY MC KEEVER, HARRY RESER, FIELDS & HALL, THE HONEYMOONERS, SENATOR FRANKENSTEIN FISHFACE, BETSY WHITE, NATHANIEL SHILKRET, FERDE GROFE and others (complete announcement to follow).
2. "The Christmas Carol" — A 45 minute dramatization of Charles Dickens' loved masterpiece — Records #189, #190 & #191.
3. Christmas carols and other Christmas music (list attached).

GEORGE WASHINGTON'S BIRTHDAY — February 22nd

1. "George Washington" — A 30 minute dramatization giving the modern conception of America's first President.— Records #201 & #202.
2. Patriotic Music (list attached).

●

For further information regarding THESAURUS Special Holiday Programs—or THESAURUS Service itself—write:

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA, NEW YORK

MERCHANDISE MART, CHICAGO

COLONIAL NETWORK

hits New England markets where sales are made

WAAB
Boston
WTHT
Hartford
WSAR
Fall River
WSPR
Springfield
WLBZ
Bangor
WFEA
Manchester
WNBH
New Bedford
WLLH
Lowell
WIXBS
Waterbury
WEAN
Providence
WICC
Bridgeport

SUCCESSFUL sales coverage of the rich New England market presents a problem in sales economy.

New England's great buying power, because of the wide population spread, is divided among many retailing centers. Selling New England calls for intense local sales effort.

How can this vast market be approached economically and at the same time effectively? The Colonial Network is designed to solve this problem.

It is a network of strong local stations offering direct access to eleven key markets from northern Maine to southern Connecticut.

WAAB, the most popular local* Boston station, is the key station, serving the radio homes of 80 cities and towns. The other Colonial Network stations are comparable in popularity and sales influence in their respective areas.

For low cost New England-wide coverage, route your program over the Colonial Network. Reach an 11-station audience in the very markets where sales are heaviest.

**Local station—not carrying full schedule of major network programs.*

The Colonial Network is a member of the Mutual Broadcasting System and will take programs from or feed programs to this network without line charge.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

"ORIGINALITY, IDEAS AND SALESMANSHIP"

A cereal company's agency writes to KDKA: "We have had this offer on about twenty stations and I think that your scripts show more originality, ideas and salesmanship than those we have received from any other station." Programs plus audience preference for KDKA have resulted in great sales for this client.

KDKA **50,000 WATTS**
NBC Blue Network
PITTSBURGH

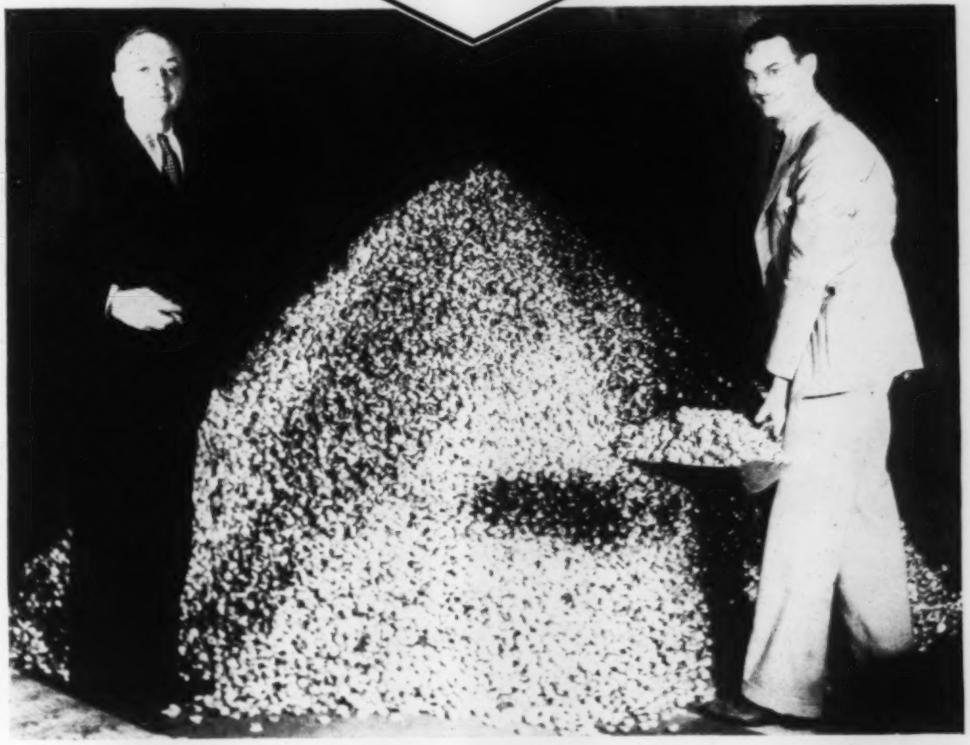
Completely programmed by NBC

IOWA NETWORK GETS THE TOPS…400 PER MINUTE

185,484
250 PER MINUTE
1935

300,360
400 PER MINUTE
1936

We thought this was a big pile (185,484 Budweiser bottle caps) in 1935, but look where 1936 pile would come (dotted line)



Harry Goldman, Budweiser distributor and George F. Tilton, advertising director of Anheuser Busch help pile the results of Second Annual Budweiser Band Contest. 300,360 Budweiser bottle caps—over one ton in weight. Tilton was so pleased with 1936 contest that he awarded $100 in extra prizes, bringing total awards to $1,100.

62% GAIN IN SECOND ANNUAL BUDWEISER BAND CONTEST

400 BUDWEISER BOTTLE CAPS per minute! That is the average return of the Second Annual Budweiser Band Contest over KRNT, Iowa Network station in Des Moines. We think it is a new record for twenty-six ½ hour broadcasts on a single station.

Remember, every one of these 300,360 Budweiser bottle caps represents a 15-cent or a 25-cent purchase, approximately 50% in each price class. Which means that the program sold $60,000 worth of Budweiser beer—or $80 worth every minute. The entire cost to the sponsor for everything: Station time, prizes, traveling expenses and talent, was a little over $9 per minute. From the standpoint of known sales the program was profitable—and no one will question that the bottle caps represent only a small part of the benefits accruing to the sponsor.

The program idea back of the Budweiser Band Contest is simple. Town bands compete for $1,000 in cash prizes. The bands broadcast direct from their own bandstands—swell local angle! Studio talent supplements the band music on each program. Listeners vote for their favorite bands with Budweiser bottle caps.

However the execution of the idea is not so simple. Bands must be secured, telephone lines arranged for, and dozens of unpredictable hazards overcome by announcers and engineers working under strange conditions. "The success of the Budweiser Band Contest bears eloquent testimony to the aggressiveness of the KRNT organization," says George F. Tilton, advertising director of Anheuser Busch.

This same aggressiveness, on one station or a network, is ready to do a job for your product. Write today for facts, or get in touch with the nearest office of E. Katz Special Advertising Agency.

HERE ARE THE RESULTS OF 2ND ANNUAL BUDWEISER BAND CONTEST

300,360 Budweiser bottle caps, which represents approximately
450,540 pints of beer sold; or
$60,000 retail value. In addition program received
426 inches of newspaper publicity (not paid advertising),
156 inches of which appeared on the front pages.

THE IOWA NETWORK

Two Network combinations available: WMT, Cedar Rapids-Waterloo linked with either KRNT or KSO in Des Moines.

KRNT	WMT	KSO
CBS Basic	NBC Basic Blue	NBC Basic Blue

"And now that breakfast is over ...!"

Lots of advertisers seem to have forgotten that mid-morning in New York and thereabouts is getting-up time for millions of other more westerly prospects—

—that the noon lunch-hour goes on for four long hours all across America, yet occurs only once in each locality—that SPOTS are the only sure way of getting ALL the people at the time when they're *most* receptive to one's own particular product.

That's why spot broadcasting is getting more and more recognition from *smart* advertisers . . . also the reason we've qualified ourselves as experts on the entire subject. Shall we analyze the possibilities *for you*? Address the nearest office shown below.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
111 Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia	**WDRC**	Hartford	**WMBD**	Peoria
WHKC	Columbus	**WKZO**	Kalamazoo	**WPTF**	Raleigh
WOC	Davenport	**WNOX**	Knoxville	**KTUL**	Tulsa
WDAY	Fargo	**KFAB**	Omaha-Lincoln	**KVI**	Tacoma
KTAT	Fort Worth				

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 8 WASHINGTON, D. C., OCTOBER 15, 1936 $3.00 A YEAR — 15c A COPY

ANA Seeks Data on Cost-Per-Listener

By J. FRANK BEATTY

National Advertisers Want More Complete Facts on Coverage to Learn What They Get for Radio Dollar

AFTER a decade of profitable experience with radio as a national advertising medium, members of the Association of National Advertisers, meeting for their 27th annual convention Oct. 8-10 at the Greenbrier, White Sulphur Springs, W. Va., showed intense interest in what they are buying for their radio dollars, going deeply into the subject from a technical and coverage standpoint.

These key figures in the advertising field, who control the spending of several hundred millions of dollars annually for broadcast time and talent, white space, direct mail and outdoor promotion, are becoming increasingly radio-minded, as evidenced by the lengthy discussion of radio and the methods by which it can be employed most effectively, as well as by their mounting radio budgets.

Closeted behind locked doors, with all outsiders excluded, a group of some 60 ANA members, led by Robert V. Beucus, advertising manager of Andrew Jergens Co., Cincinnati cosmetic and soap manufacturer and a big radio user, heard suggestions during the afternoon of Oct. 8 on how radio coverage can be measured from a cost-per-listener standpoint and then held a roundtable at which advertiser problems were debated.

Work of Joint Committee

MR. BEUCUS previously had given a brief resume of ANA radio studies, having told the full convention at the morning session of the work accomplished by the Joint Committee of 15, composed of five members from the ANA, the National Association of Broadcasters and the American Association of Advertising Agencies. His report had referred to program popularity studies of the Cooperative Analysis of Broadcasting, a bureau operated by the ANA which employs the Crossley statistical organization to conduct the research. The Crossley studies are held in high regard by ANA members, who receive frequent reports on program popularity in 33 cities, using the coincidental method.

A. W. Lehman, of the ANA executive staff, presented a series of charts during the secret afternoon session. While no official announcement was made of his radio research activities, it was understood that he offered data showing the percentage of time during which radio sets are turned on but not listened to, a type of study new to ANA members. This was received with interest, it was learned, since the percentage of non-listening while the set is turned on is regarded as lost money by those interested in listener-hour data. The percentage, it was learned, was small but worthy of study.

In addition, Mr. Lehman is understood to have made an analysis of the Crossley studies from a talent cost standpoint. His charts on this phase of his research are said to have shown that program popularity is not directly based on the amount of money spent for talent. His studies are to be published at a later date.

ANA members, for the most part, have shown a liking for big names when they buy radio and they have held to this view despite the growing cost of big shows and better known artists.

The Crossley reports for the Cooperative Analysis of Broadcasting are growing in favor among ANA members, it was brought out, the number of subscribers to the reports having shown a steady increase in the last year. The reports are based on 400,000 phone calls a year, covering 33 cities. During the year a check was made of the accuracy of the Crossley method, an intense survey over a three-day period in which 40,000 calls were made by the same organization having confirmed the regular Crossley results within a few percentage points.

Other Coverage Proposals

TWO ENTIRELY different methods of checking radio station coverage were presented to the ANA radio group. Edgar H. Felix, radio coverage consultant of New York, and A. C. Nielsen, of A. C. Nielsen Co., Chicago, publisher of food and drug indices, appearing as invited speakers at the secret meeting.

Mr. Felix suggested that the audience be determined by multiplying program by coverage value. He took the position that listeners are not wedded to a program but that in general they prefer an average program with good reception to a better program with a weak signal.

Advising advertisers to study the cost of reaching each listener through each station, he pointed out that he had found the variation in cost to run as high as 30 to 1. While no entirely satisfactory method of evolving the coverage of stations has been developed, he said that considerable progress had been made in the last three years and he foresaw the day when highly accurate coverage data will be available.

This viewpoint proved attractive to ANA radio-minded members, who peppered Mr. Felix with questions on how they can compute coverage on the basis of cost per radio set family reached. He explained his own coverage system, used by a number of agencies. It is based on the Joint Committee of 15 census of radio homes, completed last summer [BROADCASTING, July 1], as well as personal signal strength studies in some 300 cities, 1930 U. S. Census figures on radio homes and all correlated with audience mail data.

Mr. Nielsen, who is understood to have acquired rights to the automatic device for listener habits developed last year by Prof. Robert F. Elder, of Massachusetts Institute of Technology and first used by John Shepard 3d, envisioned the day when several thousand of the devices will be in constant use in a manner which will provide continuous nationwide reports on audience habits and station popularity.

Cost of the undertaking, it was indicated, was a factor retarding its execution. Experience gained in tests made in Boston and Chicago will prove helpful in selection of the sample used for surveys employing Prof. Elder's device, it was pointed out, since income groups and other factors are carefully studied before the automatic recording devices are installed in receiving sets.

Types of Campaigns

INTERVIEWS with radio-minded ANA members during the three-day convention suggested that advertising managers rely heavily on their agencies in designing radio campaigns and selecting method of rendition as well as markets and stations. A number stated that

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Banks Evince Growing Interest in Radio As Plans for Cooperative Series Mature

WITH banks over the country showing growing interest in radio, final plans for the cooperative series to be sponsored on CBS by large banking houses have been announced by Stanley Wessel, of Wessel Co., Chicago agency arranging the series [BROADCASTING Sept. 1]. Already some 35 banks have signed for the series and about 50 are expected by the time it goes on the air later in the autumn.

The 39 half-hour programs will be heard on a nationwide CBS hookup Fridays, 10-10:30 p. m., with the Philadelphia Orchestra as talent. Participating banks are said to have resources of more than six billion dollars.

Besides this series, banks have been queried on proposals for a transcription series using a symphony orchestra and adaptable to any community for local sponsorship. This project has been favorably received, it is understood, but local banks have been unable to agree on the type of program.

The Human Side

THE NETWORK cooperative series will be strictly institutional in character, making no attempt to solicit deposits or other banking business, but confining the commercial copy to the job of portraying the bank, not as a structure of stone and steel for the purpose of storing up the wealth of a community, but as a human institution whose operations are of the utmost value to the community which it serves. Each piece of commercial copy will be custom-built to fit the particular needs of each sponsoring institution and will be read by a local announcer against a background of theme music broadcast from Philadelphia. A bank in one city may be discussing foreign exchange at the same time FHA loans are being described by another bank in another part of the country. These localized announcements will be sent out each week to each station, together with a cue sheet showing the announcer just where in that particular program he is to cut in.

Each program will consist mainly of the music of the Philadelphia Orchestra, with Leopold Stokowski and Eugene Ormandy as conductors. Mr. Stokowski will conduct the opening program and will continue as conductor until mid-December, when he will leave for Hollywood to make a picture for Paramount, turning his baton over to Eugene Ormandy. This part of

(*Continued on page 81*)

they are becoming more interested in spot advertising owing to its adaptability to market and sales problems as well as providing a chance for intensive coverage at particular times. For example, a proprietary representative who uses a big network jumps into localities with spot campaigns when a noticeable increase occurs in prevalence of the common cold.

ANA members continue a liking toward name talent and big shows where justified by volume of business and advertising budget, but their growing interest in coverage data revealed that detailed matters of plotting radio campaigns are interesting them more and more as they use the medium.

Less attention was devoted to radio the last two days of the convention, during which representatives of agencies and media were invited guests of the ANA. Among speakers at the Oct. 9 sessions was Lee H. Bristol, of Bristol-Myers Co. (Sal Hepatica, Ipana, Minit-Rub), who is a member of the ANA board of directors and chairman of the board of the Advertising Research Foundation, a joint ANA - AAAA agency which has been making market, copy and media studies.

The Foundation, in testing effectiveness of advertising copy, uses five methods, which he described as follows:

1. The recognition and identification tests, that is, tests made by actually showing advertisements.
2. The recall test, unaided, aided and triple associate, in which people are asked such questions as: What cereal advertising have you seen or heard recently? What product does Major Bowes advertise?
3. The order of merit test, also known as the consumer jury or controlled opinion test.
4. The coupon or inquiry tests, involving some voluntary action on the part of the consumer.
5. Sales tests, both campaign and mail order.

The first four of these studies have been prepared and are being further analyzed by a technical committee. They are to be published in a few months.

Another study by the Foundation is the project for creation of a uniform definition of retail trading areas, since it is becoming increasingly necessary for national advertisers to have basic statistical information regarding the extent, size, quality, population and buying power of each market, and these data must be developed on a uniform and comparable basis.

"I know in my own case," Mr. Bristol said, "that I want to know more about 'the intricate business of making advertising pay'. I agree with Walter Thwing (of Walter E. Thwing Inc., New York agency) that I don't believe we can continue to justify advertising on theory or accept it on faith. Of course, I know it pays me to advertise. But I also know that as advertising costs continue to rise, as they have a way of doing despite depressions or the ANA, I am going to have an increasingly difficult task to make it pay."

Guest in the Home

IN AN ADDRESS earlier in the day Mr. Thwing had brought out that "too many space buyers are primarily interested in what a medium offers its advertisers and not in what it offers its readers." He was including radio in this thought.

ANA Officers

AT ITS Oct. 8-10 convention, the Association of National Advertisers elected the following officers:

Chairman of the Board—Allan Brown, Bakelite Corp.

Vice Chairmen — Harold G. Thomas, Centaur Co.; George C. Congdon, Jones & Laughlin; W. P. Rogers, California Packing Corp.

President—Paul B. West.

Treasurer — A. T. Preyer, Vick Chemical Corp.

Directors—Gordon Cole, Cannon Mills; M. H. Leister, Sun Oil Co.; Stuart Peabody, Borden Co.; Lee H. Bristol, Bristol - Myers Co.; Turner Jones, Coca Cola Co.

Continuing he said: "Advertising may help a medium to keep body and soul together, but it isn't the body and the soul of a good magazine, or a good newspaper or a good radio program. Advertising is like a guest in a home. It can be tolerated if its manners are good, even welcomed if it is helpful. But, in the long run, if it abuses its privileges, it will wear out its welcome.

"When an advertiser assumes the pompous role of host at a radio entertainment, and, with complete disregard of the elementary rules of etiquette, insists on boring his guests to death with a persistent recital of his own virtues and an importunate demand for contributions to his support, the radio entertainment loses its real identity and becomes nothing but a side show barker whose job is to lure the customers. Will that method attract a quality audience? Doesn't it cripple radio for the advertiser? Won't the domination of advertising over the real function of radio ruin the medium for the advertiser? You remember the fable of the man who filled his hat so full of treasure that the hat broke and he lost it all."

G. O. P. Station Breaks

REPUBLICAN National Committee, Chicago, launched a series of station break announcements Oct. 5 over WJR, WGAR, WBEN, WMCA, WXYZ, WIRE and WISN, with more stations to be added. From two to five 30-second announcements are used daily on each station.

SITE IN HOLLYWOOD ACQUIRED BY CBS

CBS, through Donald W. Thornburgh, vice president in charge of West Coast activities, on Oct. 10 announced purchase of an entire city block in the center of Hollywood for new KNX studios and offices. Plans for the various units are nearing completion and actual construction work will begin early in January. It is estimated $1,000,000 will be spent on the new broadcasting center, to be ready for occupancy in October, 1937.

The studio site takes in the full block between Gower and El Centro Sts. and fronts on Sunset Blvd. In addition to studios and offices the new building will have several large auditoriums for the use of programs heard on CBS coast-to-coast network as well as west coast broadcasts. Experimental television studios will be included.

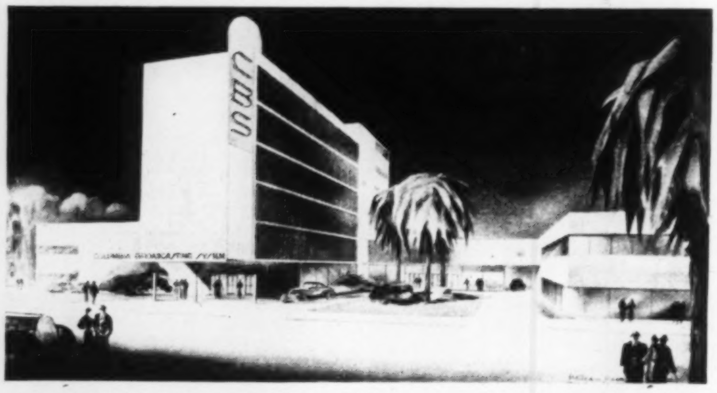
The new KNX studio was designed by William Lescaze, who is in complete charge of construction plans. Preliminary drawings indicate that Mr. Lescaze will introduce new structural materials, such as glass brick, into the exterior and interior design.

Network Billings Rise

FROM unofficial preliminary sources, BROADCASTING has learned that CBS will report September billings totaling $1,860,000, which is a 65% increase over September, 1935. The combined NBC network totals will show a 35% increase over the same month a year ago, or $2,800,000. Of this amount the NBC-Red accounts for $1,900,000 and the Blue for $900,000. More than doubling its billings for the same month last year, Mutual Broadcasting System has reported total revenues of $168,919 for September, bringing its cumulative total for the first nine months of 1936 to $1,294,904.

Lee & Perrins Spots

SCHWIMMER & SCOTT, Chicago agency is lining up stations for a national spot announcement campaign for Lee & Perrins Inc., New York (Worcestershire Sauce) to start the latter part of November.



CBS HOLLYWOOD STUDIOS — This is an architect's drawing of the new CBS studio to be erected in Hollywood. On the left will be the offices and studios, in the center are the entrances to the auditoriums, and on the right a large restaurant will be located. Walls of the office and studio building will be constructed of glass brick. William Lescaze, architect and designer of the interiors of the three CBS playhouses in New York, is in full charge of construction of the building.

Referendum Called On NAB Sessions

Membership to Decide Month For Annual Conventions

A REFERENDUM vote of the NAB membership of some 400 stations, to determine the month in which the annual NAB conventions should be held, was authorized Oct. 2 by the NAB board of directors at its meeting in Washington.

Simultaneously the board, with a half-dozen members absent, decided against NAB participation as an organization in the Oct. 5 allocations hearings and authorized President C. W. Myers to notify the FCC chairman. The reason given was that the hearings were of such a character that the NAB could not present testimony on an industry-wide basis.

The board also discussed legislation and decided that a legislative committee of five should be designated. Appointments on this committee will be made by President Myers prior to the convening of the next session of Congress in January.

Copyright Bureau

MR. BALDWIN told the board of routine developments since the last convention and gave a progress report on the NAB bureau of copyrights which has been functioning for the last three months in compiling public domain music as the first phase of a three-point plan designed eventually to relieve the industry of its dependence upon ASCAP. Mr. Baldwin expressed optimism over the outlook.

The referendum on the convention time was ordered at the suggestion of Mr. Baldwin, who declared there appeared to be no present unanimity among members. Prior to 1935, conventions were held during the fall. Stations complained about this because they came at a time when fall business schedules were beginning, or at the busiest season of the year. The last two conventions have been held in July, and there has been some complaint about summer heat. Sentiment seems to favor late spring or early summer, but the board decided that the membership should be asked to express itself, with a majority vote to govern.

Present at the meeting, in addition to President Myers and Managing Director Baldwin, were Vice Presidents John Elmer, WCBM, Baltimore, and Gardner Cowles Jr., KSO, Des Moines; F. R. Russell, NBC; Harry C. Butcher, CBS; John J. Gillin Jr., WOW, Omaha; Alfred J. McCosker, WOR, Newark; T. W. Symons Jr., KFPY, Spokane; J. O. Maland, WHO, Des Moines; W. Wright Gedge, WMBC, Detroit; Edward A. Allen, WLVA, Lynchburg; Gene O'Fallon, KFEL, Denver; John F. Patt, WGAR, Cleveland; Ralph R. Brunton, KJBS, San Francisco.

Absent were Harold V. Hough, WBAP, Fort Worth, due to illness; Edwin W. Craig, WSM, Nashville, due to illness; Arthur B. Church, KMBC, Kansas City; L. B. Wilson, WCKY, Cincinnati, and Gordon Persons, WSFA, Montgomery.

NATIONAL Pharmacy Week will be observed Oct. 19-24 with nearly all drug and cosmetic programs using tie-ins.

Policy Changes, Not Reallocation Foreseen

By SOL TAISHOFF

Revamped Spectrum Opposed at FCC Hearing; Superpower, Clear Channels in Balance; 5 kw Regionals Certain

INTRODUCTION of entirely new factors in broadcast station operation which will have far-reaching effect upon station coverage patterns and methods of doing business, rather than any reallocation upheaval, is indicated after nearly a fortnight of hearings before the FCC Broadcast Division.

Whereas the FCC called the informal sessions, which began Oct. 5 and were still in progress Oct. 14, to determine whether there should be a sweeping realignment, it found virtually unanimous sentiment against such a change. Instead, there were arguments, as opposite as the poles, on superpower for clear channels; on duplication of stations on clear channels; on the economic status of groups of stations and the effect changes in allocation policy would have upon the public, the stations themselves and their advertiser clients.

Nearly twoscore witnesses, among them the presidents of the major networks and outstanding independent broadcasters and engineers, appeared before the FCC to set forth their views. For the first time in any public hearing, the economics of broadcasting were gone into extensively, with profit and loss factors in operation set forth in comprehensive statistical analyses.

What of Superpower!

AS THE HEARINGS drew toward their conclusion, it became evident that the knottiest problem presented to the Broadcast Division for solution, out of the host of issues covered, was whether superpower of 500,000 watts should be permitted on any, some or all of the 30 remaining clear channels. Inextricably interwoven with this was the fate of the clear channels themselves—that is, whether they should remain clear or be duplicated as proposed by both the regional and local classifications of stations.

Brought into play against 500,000 watt stations—equal in power to WLW—were such arguments as the financial "ruination" of smaller stations through blanket coverage of the country by the proposed goliaths; the dropping of regional stations from networks and corresponding reduction in the number of outlets per chain; "monopoly" of national radio spot business by the clear channel stations, and other claims of harmful effects.

The interesting situation was presented wherein one of the major networks, CBS through President William S. Paley, opposed superpower, while NBC, through President Lenox R. Lohr, favored it but on a gradually accomplished basis. The brunt of the superpower and clear channel issue, however, was borne by the Clear Channel Group, an association of 13 clear channel outlets formed two years ago. The battle against it and for duplication of stations on such waves was carried largely by the National Association of Regional Broadcast Stations, representing some 80 regionals.

Horizontals Unopposed

ON ONLY ONE major point was there no real opposition. That was for horizontal increases for regional stations, whereby all might boost their night power from 1,000 to 5,000 watts. Designed to give these stations greater signal intensity in their primary coverage areas, it also would enable them, to varying extents, to broaden their areas of coverage. Based on the testimony adduced, it is more than likely that when the FCC does promulgate its new policies respecting station assignments, there will be 5,000 watts of night power on those regional channels which can accommodate it. On others, changes in allocations possibly of a slight natúre will be necessary to avoid objectionable interference.

Economics, rather than engineering, developed as the crux of the hearing. Squarely presented to the Broadcast Division were the dollars-and-cents issues. Before it can arrive at any conclusions the FCC must decide whether the investments in, and cost of operating superpower 500,000-watt stations on all of the remaining clear channels will be sound economically. And, assuming that it is, then it must weigh that factor against the economic salvation of other classes of stations and of the networks. Overshadowing all these factors, however, is the fundamental issue of whether the public will be served more efficiently through any or all of the changes proposed.

Rearing up throughout the arguments for superpower on clear channels was the talk of "monopoly": whether a station with 500,000 watts and a coverage of more than three times that of a 50,000-watt station gave the licensee too much in radio facilities. Sporadically this question was raised by FCC members. (At one time or another all seven FCC Commissioners sat in on the hearings, whereas the Broadcast Division alone sits as the judge.)

The question, first raised by Telegraph Commissioner Irvin Stewart, which seemed to cling in the minds of members, was whether more than one 500,000-watt assignment should be given, first, to the same licensee in a given area, and secondly, to the same licensee anywhere in the country. This train of thought obviously envisaged the situation of the major networks, each of which owns a number of clear channel stations that would become earmarked for 500,000 watts if the FCC decided to retain the 30 remaining clear channels and remove the existing 50,000-watt limitation on power.

On this score, it was evident too that many of the clear channel stations do not at this time want superpower. This was pointedly remarked upon by President Paley of CBS. But Mr. Paley, in a strong statement which minced no words as to intent, in effect served notice on the FCC and upon other clear channel stations that if any competitive stations procure 500,000 watts, then all of the CBS-owned clear channel stations and those on its networks would be expected to go after the same thing to safeguard themselves. President Lohr, on the other hand, specifically asked for superpower only for WJZ, Blue network key, and said he was satisfied to have other stations go after it on their "individual merits" and after due hearing.

In the case of independent clears, it was rather generally hinted that only a few of them were today serious contenders for 500,000 watts. The others, however, would not recede from a demand for it lest their channels be "broken down" otherwise, or their immediate competitors procure the power advantage. There were many figures produced on what it costs to operate and install 500,000 watters, and they varied by amazing percentages, depending upon which group put them in and for what purpose. Using the minimum figure, however, it appeared hypothetically that if 30 clear channel stations now having 50,000 watts installed 500,000 watt units, they would invest some $10,000,000 more in physical equipment alone. And, using the same minimum figures, if they increased from 50,000 to 500,000 watts, they would increase their technical operating overhead, excluding talent, studios and kindred items, from $5,500 per month to $16,630 monthly.

Possibilities of New Stations

OUT OF the maze of testimony, notably that on economic and social aspects, the Broadcast Division within the next year will base its revised regulations. Greatest fear on the part of the industry is that somehow the effort will be to throw open the spectrum, through duplicated operation on certain clear channels, tightening up of regional assignments and other steps toward licensing many additional stations—perhaps 100 to 200.

The hearings thus far, and the questions asked by commissioners and FCC engineering counsel, however, did not give any inkling of such a plan. Yet the pressure for new stations has been such that this feeling could not be banished from the minds of broadcasters, especially since they are mindful of the fact that nearly 50 new station grants have been authorized since last Jan. 1.

Based upon established FCC procedure from which the Broadcast Division presumably will not veer, together with the sounding of sentiment in official sources, it appears likely that it will be well into next year before there can be any tangible results from the hearings. Before it can settle the superpower issue, for example, the FCC must hold hearings, competitively, on the 14 pending applications for 500,000-watt stations [see lineup elsewhere in this issue]. There is no likelihood of that hearing until next spring.

That is the all-important next step, since in it is entwined the question of duplication on any of the remaining 30 clear channels. It is presumed, too, that even though there is substantial agreement in favor of 5,000 watts night on regionals, this authorization will not come until such time as

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the Division decides upon the fate of superpower and of clear channels.

If there be such a thing as worthwhile signs of what the future may bring, based on testimony, reactions and the deductions of the writer, we are inclined to believe that the pulse of the FCC now beats upon retention of most of the existing 30 clear channels—perhaps as many as 25 of them. If any are broken down it probably will be due to the fact that they are already occupied by time-sharing stations which would prefer such a move.

By the same deduction, it would appear that the issue of superpower is very much in the balance, but that if any stations get it they will probably be in the interior of the country—at the beginning, in any event. With one station already using superpower and with its unquestioned success, the thought seems to be that others, similarly located, might do an efficient job, provided the economics with respect to other stations will warrant.

Mileage Separation

CLUSTERING of 500,000-watt stations in the key cities of New York, Chicago and Los Angeles constitutes another burdensome question for the FCC, assuming that it will allow superpower at all. If one station gets it in New York—say WJZ—then it can be expected that WEAF, WABC and WOR will seek the same. An identical situation holds in Chicago, where WMAQ, WLS-WENR, WBBM and WGN could be counted upon to seek the same treatment. In Los Angeles, if KFI gets 500,000 watts, then KNX, through President Paley, already has indicated it will match the request.

From the purely technical standpoint, it appears that sufficient evidence was adduced during the hearings to show that the existing arbitrary mileage separation tables, which specify for example that regional stations on the same channel must be separated by 1,000 miles, will give way. This looks toward revision of separations all down the line, so that instead of a 50 kc. ether separation between stations in the same geographical area, which has been rather rigidly adhered to, there may be a 40 kc. separation, or possibly less. And instead of arbitrary mileage separation between stations on the same wave, these will be reduced or enlarged to fit actual propagation measurements, plus a reduction in the ether separation, to 20, 30 and 40 kc., depending upon the geographical separation.

This is believed possible as a result of more precise station operation and greatly improved selectivity of receivers as compared to their quality when the last allocations were made in 1928. By so reducing side-bands and mileage separations, it is admitted that high-fidelity reception and transmission will be retarded, but it will make possible fitting in of additional stations here and there.

The general effort of witnesses and the prevailing view on the FCC itself is understood to be that whatever new assignments may be opened, through duplication on certain clear channels or through other changes which may grow out of reduced separations, existing stations first should be accommodated. This encompasses the view that deserving regionals,

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ALLOCATION HEARINGS: SOME CONCLUSIONS

IT MAY take many months — possibly a year — before any tangible policies crystallize from the so-called allocation hearings before the FCC. From where we sit, it would seem that the term "allocation" is a misnomer. The hearings very largely resolved themselves into a controversy over superpower and all it implies rather than over any far-reaching revamping of the broadcast band.

Whatever the outcome, the mass of testimony was imposing, and gave the Commission and its engineers plenty to conjure with before they draw any conclusions. At the behest of the FCC, the industry, it is estimated, dug into its pockets to the amount of $150,000 for the preparation of its cases. The wealth of data covered economic as well as technical phases—much of it breaking entirely new ground.

It is too early perhaps to attempt to draw any conclusions. At the risk of being presumptuous, however, a few general observations may be apropos, although it must be emphasized that we have no inkling, as no one can, as to what the FCC Broadcast Division in its wisdom will do.

As we see it, no case was made against a horizontal increase in power for regional stations. The only limiting factor, it appears, will be that of the manner in which regionals themselves participate in this movement. It was brought out that regionals cannot expect to increase appreciably their coverage through boosts from 1,000 to 5,000 watts at night. But they will improve their primary services, providing they go up horizontally. On some of the regional channels it may not be possible to increase horizontally without certain corrective measures in allocations. Technically, there is sound engineering involved in such boosts, and economically and socially they are certainly desirable.

That the clear channel stations made a meritorious showing for the preservation of exclusive waves as a means of serving rural audiences, was generally reflected by observers. But on the important issue of superpower, with its far-reaching possible economic implications, especially the claimed threats of destruction of regionals and locals, the question presented the FCC is much more delicate.

As for duplication of the clear channels, it seems to be admitted that the location of some of them will militate against it. But it was also glaringly apparent that some clear channel stations have not made the maximum use of their facilities. There was some rather devastating testimony against coast clears, which the FCC must weigh and weigh carefully before it introduces new policies.

Summarizing, we feel as impartial observers that a clear-cut case was made for horizontal power boosts; that a good case was made for retention of clear channel service, particularly at centrally located points; that superpower on perhaps a selected few interior clear channels will probably come eventually by reason of WLW's experience; that no urgent need for superpower on all the 30 clear channels was demonstrated or is even desired by some of them at this time; and that some additional east-west coast duplication is very likely to come.

In reaching these conclusions for what they may be worth, we cannot ignore the rather sweeping technical judgments of such organizations as the Institute of Radio Engineers and the Radio Manufacturers' Association, which have no motives beyond good listener service, in favor of preserving clear channels and in support of higher power.

FCC Officials Give Outline of Purposes As Allocation Hearings Get Under Way

WITH SOME 350 persons attending, Broadcast Division Chairman Sykes opened the hearing. He emphasized that it was informal in character. "The Broadcast Division," he said, "desires to procure the most comprehensive information on the subject of allocations not only in the engineering phases but also the social and economic phases." The objective, he explained, was to provide maximum service in both transmission and reception throughout the country.

Bringing out that there had been no substantial change in existing allocations since 1928, Judge Sykes asserted that there have been material advances in radio technique and in the social and economic phases of broadcasting. Moreover, the repeal of the Davis Amendment last June, he said, eliminating the requirement for a mathematical distribution of facilities, likewise placed a new complexion upon allocations.

As the first witness, FCC Chief Engineer T. A. M. Craven read a statement covering the scope of the hearing. He brought out that it was confined to the broadcast band between 550 and 1600 kc. and that the purpose was to secure facts respecting engineering principles of allocations within that band as well as the economic and social consequences of any proposed changes in the existing regulations.

"Naturally," said Comdr. Craven, "with the experience gained since 1928 in the economics of broadcasting, whether operated by commercial concerns, social groups, or by any other method, we should be in a position to know better today the relationship between the engineering of allocation and the economics of allocation.

"Having had some personal experience in the practical end of broadcasting, it appears to me that possibly there is a definite relationship between economics and engineering of radio broadcasting and therefore it appears that if we are to have a sound system of allocation in the future, the Commission should receive facts with reference to this phase of the broad problem which confronts us today.

Practical Problems

"ON THE other hand, the engineers of the Commission, as a result of unavoidable limitations, are unable to secure continuous practical experience in the field in the actual operation of stations, and therefore may be somewhat handicapped, through no fault of their own, in sensing a relationship between engineering and the economics of a broadcasting station. However, they do have expert knowledge with respect to the problems of administration and regulation.

"Before concluding, I believe it desirable to inform the industry that as a result of the June 15 hearing, the Interdepartment Radio Advisory Committee is making progress in its study of the allocation of frequencies above 30,000 kc to government services. It is my opinion that we may expect with confidence the allocation of sufficient frequencies above 30,000 kc. to accommodate aural, facsimile and television broadcasting in the future on an initial experimental basis. In my opinion, the date when these new services will cease to be experimental depends upon many factors, and in particular, upon the rate of progress in development."

An analysis of the questionnaire phases of the so-called allocation surveys released by the FCC Sept. 1 then was presented by Andrew D. Ring, assistant chief engineer in charge of broadcasting. Mr. Ring submitted considerable new material relating to the survey, the most important of which was a tabulation of the urban distribution of broadcasting stations. This analysis, revealed that of the total population of 130,000,000 an area embracing some 67,000,000 people, or 55%, did not have broadcasting stations in their own communities. A substantial portion of this population, he brought out, receives both primary and secondary services from other stations but in the urban centers do not have outlets of their own.

In defining the allocation survey, which has been under fire by groups in the industry, Mr. Ring said it pertained only to rural reception and was not designed to cover urban areas. Moreover, he said, the survey was not designed for use for commercial purposes.

Completing the testimony with respect to the allocation survey, was the statement of Dr. L. P. Wheeler, chief of the FCC Technical Information Section which was created last February. Dr. Wheeler explained that since that time his staff has analyzed the technical study with the objective of determining the field intensity of clear-channel stations at various distances. These intensities were recorded at 11 locations with automatic recorders over a period from February to May, 1935.

Declaring this data to be of great value, Dr. Wheeler said that additional surveys should be made to procure comprehensive data for the country as a whole. There were many revelations with respect to sky wave propagation, he said.

Case for Clear Channels and Superpower

Craig and Caldwell Plead for Rural Coverage

THE OPENING gun on the real issue of clear channel preservation and superpower developed at the afternoon session Oct. 5 when Edwin W. Craig, vice president of WSM, Nashville, and chairman of the Clear Channel Group, began presentation of a 35-page report. Based on exhaustive research by the group and its counsel, Louis G. Caldwell, the Craig statement went flatly on record for the preservation of clear channels and for no limit of power to open the way for 500,000 watts.

Mr. Craig had come from a sick bed to deliver the long report, and after three hours of reading was forced to retire in favor of Counsel Caldwell. The presentation was a veritable radio "book of knowledge" for the FCC members, historically, for it traced the development of radio from the "Hoover Conference" days of regulation in 1921 through the present era. It brought out that in 1923 the cry of "superpower" was raised when stations proposed to go from 500 to 1,000 watts, then on the ground that other reception would be blanketed.

Through the remainder of the day, and well into the next, this testimony ran, with a rigid cross-examination afterward. The Craig statement pointed out that the members of the Clear Channel Group total 13, banding together at his call in May, 1934, that many independently owned outlets to protect the remaining exclusive ways designed for rural reception in the 1928 allocation. He enumerated the stations as KFI, WSM, WLW, WGN, WSB, WBAP, WFAA, WHAS, WWL, WLS, WHO, WHAM and WOAI.

Following the historical discourse, the presentation came to the issue of duplication on clear channels. It was brought out that whereas 40 clear channels were set aside in the 1928 allocation for high power operation to reach distant listeners, only 30 remain. Of these Mr. Caldwell read from the Craig statement, 13¾ channels are occupied by stations owned or operated by the networks; 11½ by members of the Clear Channel Group and 4¾ by others.

And, as the first dig against the regional group of stations opposing superpower and advocating duplication on clear channels, the Craig statement recited that John Shepard 3d, president of the Yankee Network and chairman of the Regionals Group, had opposed the power increase to 5,000 watts maximum in 1924 at one of the "Hoover conferences". This was cited as an example of "how history repeats itself". There were two other references to Mr. Shepard—one critical of his applications in Boston for duplication on clear channels and the other commendatory of his cooperation in the FCC clear channel survey.

Mr. Craig's statement launched an attack upon recognition of the principle that the licensee of a clear channel station has the right to "bargain away the rights of the listening public by a so-called consent, whether given for a consideration or gratuitously." Mr. Craig said that he hoped the FCC never again would recognize this principle. Pressure resulted in these "consents" in most cases, he said.

Cites FCC Channel Survey

STEPS which led to the so-called FCC allocation survey, released last Sept. 1, then were outlined. The survey was undertaken at the instigation of the Clear Channel Group, and constituted the most comprehensive analysis of technical radio ever made.

Although under attack as imperfect and not a fair gauge of clear channel coverage, the Group contended that, whatever its imperfections, it showed that clear channel service is essential for rural reception and that it coincided with other knowledge on the subject. It showed, among other things, that 76.3% of the rural residents surveyed preferred clear channel stations, as against 72% in a less comprehensive study made in 1929 by the former Radio Commission.

Net Duplication Not at Issue

ON THE question of duplication of network programs, the Group contended it was not a momentous problem, and certainly one that has not yet been studied scientifically to find a solution. It was cited as something the FCC must decide for itself. "Most of us who are in the business of broadcasting", continued the statement, feel that so far as commercial programs are concerned, the man who will effectively prevent excessive duplication is the advertiser. In fact, we think we have detected signs of his unwillingness to pay for double coverage for a long time. If we are wrong in this belief the commission has ample power to settle the matter under the Communications Act."

Regarding charges of "monopoly" in clear channel operation, the Group asked that the FCC give due recognition to the principle of independent ownership in the licensing of stations. This struck particularly at network-owned and operated stations.

The Group made no suggestion for additional classes of stations, stating that the existing classes of clear, high-power regional and local were ample. But it added it "vigorously opposes abolishing the clear channel class, as is proposed

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Harris & Ewing Photos

ENDURANCE LISTENERS—Attending most of the hearings regularly were the majority of the members of the FCC, although the issues will be decided by the Broadcast Division (center three). Left to right: Thad H. Brown, Anning S. Prall, Judge E. O. Sykes, Norman S. Case, Dr. Irvin Stewart.

TECHNICAL BRAIN TRUST—Engineering executives of FCC as they hearkened to mass of technical data presented at hearings. Left to right: K. A. Norton; Comdr. T. A. M. Craven, chief engineer who handled bulk of examination of witnesses; Andrew D. Ring, assistant chief engineer for broadcasting; Raymond Asserson, and Dr. L. P. Wheeler, chief of newly-established technical information section.

Maland Expounds Economic Side Of Power

CONCLUDING the comprehensive case for the Clear Channel Group, Joseph O. Maland, vice president of WHO, Des Moines, delivered a statement covering the social and economic phases of broadcasting at the Oct. 8 session.

Fortified with many exhibits relating to the business of broadcasting and with figures on station earnings, he consumed two hours in the presentation of the voluminous paper. In it he attempted to discredit contentions that superpower would restroy regional and local stations; that it would mean the dropping of smaller stations from the networks and that it in any way would wreak havoc in the industry.

Afterward he was subjected to a cross-examination by Commissioners and FCC engineering counsel on economics of broadcasting.

Describing the American system of broadcasting in its economic and social phases, Mr. Maland said the principal danger to this system is not that which is discussed most, namely, excessive or undesirable advertising. He called these simply growing pains of a young industry, accentuated by the depression.

Business Improvement

"THE REAL danger in the economics of broadcasting is that the interest of the advertiser in reaching large masses of listeners, and the profit that is to be made in accommodating him, will result in laying down too many tracks of good reception to thickly inhabited centers and too few, or none at all, to sparsely settled areas, which are not such attractive markets. Analyze these issues that now face you to see if underneath the elaborate technical charts and graphs and the impressive statistics and tabulations you do not find a fundamental issue between those who want more stations in cities that already have stations and those who are striving to preserve what there is of rural reception and to improve it."

Mr. Maland drew heavily upon general statistical data on business

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PALEY OPPOSES SUPERPOWER

Mr. Paley

ASSERTING that superpower will make "the big fellow stronger" and the "little fellow weaker," William S. Paley, CBS president, at the Oct. 6 session pointed out that superpower would reduce the need for local network outlets and declared that "perhaps in one-half of one per cent of the radio homes of the United States, and there only at night, superpower, as such, would make the difference between an adequate and an inadequate signal."

Mr. Paley drew heavily on his knowledge of the economics of broadcasting as well as upon technical data for his stand, which in effect opposed superpower as dangerous to independent stations and to regionals and locals and opposed duplication on clear channels as destructive of rural service.

Nevertheless, he told the Commission, CBS will apply for a full quota of superpower outlets for the clear channel stations it owns and operates if the FCC decides to grant such powers.

No Problem of Service

URGING a "realistic appraisal" of the effect of superpower on radio listening, Mr. Paley asked: "If we consider superpower not in terms of the stations which would benefit by it or the stations which would suffer by it, but in terms of the listening public, what do we find? We find that the difference between 500 kw. and 50 kw. is clearly not the difference between good service and bad service. Even in deep rural areas it is rarely the difference between a usable and non-usable signal. Perhaps in one-half of one per cent of the radio homes of the United States would superpower, as such, make the difference between an adequate and an inadequate signal.

"I should like to urge upon the Commission and the industry one basic consideration on the subject of superpower: Study it. I do not believe any of us knows enough about the immediate effects and the subsequent effects of superpower, both in itself and in relation to the progress and welfare of radio broadcasting and radio listening. Many of the doubts I have raised have been, expressly, doubts. Many of them have been questions, not answers. We need those answers. I believe the Commission needs those answers before altering the basic structure of broadcasting."

Probing categorically into the economic phases, Mr. Paley asked and answered for CBS questions as to the advantages and disadvantages of superpower upon superpower stations themselves as follows:

Advantages and Disadvantages

"THE advantages of superpower to the superpower station itself are self-evident. A stronger signal throughout its entire area, an extension of that area of service, an increase in rural audience, a greater theoretical revenue because its time should be more valuable.

"The disadvantages are, on one hand, less specific, on the other hand, more numerous. First, if the station's own program standards are not to suffer, its greater theoretical sales revenue must carry the load of an investment in the neighborhood of half a million dollars and an operating cost estimated to be $150,000 higher annually than that of even a 50,000-watt station. This presumes no profit whatever on the additional investment or operating cost. If its increased sales fail to provide all of this differential, then funds now going into program service and management must be taken out of programs and management and put into transmitter operation.

"A second disadvantage emphasizes the first: Except in the largest cities, and except for the largest merchants, the increased card rate necessary to a 500 kw. station will tend to make it a prohibitive medium for local advertisers. Single exceptions notwithstanding, the record of local advertising media whose circulation has grown well beyond their trading areas reveals that they have been forced to lose local retail advertising, or to offer it at a special and lowered rate. This is feasible for a newspaper, for instance, which can sell its city circulation at a lowered rate, because it can exclude the local merchants' advertising from its statewide or interstate editions. That, however, is impossible for a superpower radio station. If it does lower its rate to

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LOHR ASKS GRADUAL CHANGES

Mr. Lohr

TAKING an attitude almost diametrically opposite that of CBS, Lenox R. Lohr, NBC president, in testimony at the allocation hearings Oct. 14, put his company on record in favor of superpower gradually accomplished, and of preservation of clear channels so their "service capacity" will not be lessened.

A series of recommendations was made by the NBC head as he appeared for the first time before the FCC since he assumed the network's presidency last January. With respect to superpower, he said there were two valid objections—one, that of actual physical interference, and the other economic. He asked that each request for superpower be considered on its individual merits, and that in the case of his network, it would seek at the outset only to procure 500,000 watts for WJZ, New York.

Again taking a view opposite to that of CBS, Mr. Lohr said that NBC, and its parent company RCA had discovered nothing in their investigations of the ultra-high frequencies, either with respect to sound broadcasting or television, "which would militate against the recommendations which we have made here for stations operating between 550 kc. and 1600 kc." Whereas Mr. Paley had predicted television in two years, Mr. Lohr said that to the best of his company's knowledge "the American audience is going to continue to receive its aural broadcasting service upon present frequencies for several and perhaps for many years."

Recommends Five Steps

MR. LOHR'S definite recommendations were as follows:

"1. We earnestly recommend in the interest of economic stability for the industry that in your new regulations you lenghthen the license period for all broadcasting stations to the three-year maximum permissible under the law.

"2. With respect to the continuance of clear channels, your records disclose that upon the 40 frequencies designated as clear channels in 1928, 50 stations were licensed to operate, each as a dominant clear channel station. In order to bring about this result, the Radio Commission required 20 stations to share time upon 10 channels. By and large the past eight years have demonstrated that part time operation of this sort is not successful either from the listeners' standpoint or for the station operator.

"In some instances the stations have worked out their own salvation by synchronization, directive antennas, joint use of a single transmitter or some other means. A number of the stations still operating part time on clear channels have asked that they be permitted to submit a plan to the Commission which will give each of these stations full time operation and they propose that a hearing be held upon such plan. We are entirely in accord with this.

Preserve Clear Channels

"THERE remain out of the original 40 clear channels some 25 or 30 upon which progressive forward looking stations are being operated today. Their value as a means of service to rural listeners has been reaffirmed by the recent Commission clear channel survey. We recommend that your Commission take no action which will either limit the existing service capacity of stations of this type or preclude the development of a better and more extensive service by them.

"3. With respect to the power of clear channel stations we recommend that your regulations be revised to remove any limitation of maximum power to be used by the dominant station upon these channels. Having adopted regulations of this sort we recommend that each individual application be considered and acted upon with due regard for the interference problems and the economic justifications which each case presents. Thus far my company has concluded that at one station, WJZ, 500 kw. power would be desirable when measured by the standards referred to previously. We have reached no decision with respect to other stations which we operate.

"4. With respect to power on shared channels we recommend increases in power for regional stations to 5 kw. day and night whenever the engineering and economic factors previously referred to warrant the use of such power.

"We recommend increases in power for local stations who satisfy the engineering and economic

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Candid photos by Roy Schatt

FROM LEFT TO RIGHT—We present: Paul D. P. Spearman, regional group counsel; I. Z. Buckwalter, Mason-Dixon Group; Martin Campbell, WFAA, Dallas; Herbert L. Pettey, WHN; Benedict Gimbel Jr., WIP, Philadelphia; Edwin W. Craig, WSM, Nashville; Louis G. Caldwell, Clear Channel Group counsel; Dr. L. P. Wheeler, FCC technical information director; John Shepard 3d, Yankee Network and chairman of regional group.

Regionals Fear Economic Ruin in 500 kw.

FRIENDLY ENEMIES — Here are the legal and technical counsel for the clear and regional channel groups caught by our cameraman during a recess between their hot arguments. Left to right: Paul D. P. Spearman, Dr. Greenleaf Whittier Pickard, Paul Godley, John Barron, Joe Chambers, Glenn D. Gillett, Swager Sherley, Louis G. Caldwell.

Spearman Argues For Horizontal 5 kw. Boosts

"FINANCIAL RUIN" of regional stations was envisioned by Paul D. P. Spearman, chief counsel for the National Association of Regional Broadcast Stations, if the FCC allows clear channel stations to use superpower. Presenting the case in chief for the Regional Group on Oct. 13, Mr. Spearman argued that there is no justification, technically, economically or socially, for superpower.

Supplementing the technical testimony of Dr. Greenleaf Whittier Pickard, chief engineering counsel for NARBS, Mr. Spearman pleaded that group's case for a horizontal increase in power to 5,000 watts on all regional stations; for duplication on clear channels, and for retention of the present limit of 50,000 watts powers as the maximum.

In delivering his 56-page paper, along with elaborate charts and exhibits on networks earnings, coverage and similar statistical data, Mr. Spearman argued fervently against the superpower increase. While his recommendation on duplication covered all clear channels, it was indicated that the group felt that the Commission in its judgment could determine whether certain of these channels should remain clear. Superpower, if generally applied, Mr. Spearman argued, would not only mean the "ruin" of regional stations, and possibly those in the local category, but also would result in a precarious position for the clear channel station themselves. He presented detailed arguments to substantiate his claim that 500 kw. stations are economically unsound.

"Loaded With Dynamite"

MR. SPEARMAN painted a black picture of international complications if 500 kw. is permitted. He said that international interference would be caused, adding that the question "is loaded to the guards with dynamite" and that it might have an embarrassing adverse effect upon the whole system of American broadcasting.

Should the Commission decide to allow establishment of any 500 kw. stations, Mr. Spearman said, it should see that they be located where they will render unique service which cannot be duplicated by any other means. Moreover, he said, the financial qualifications of the applicant should be unquestioned. He reiterated, however, that NARBS was unqualifiedly opposed to 500 kw.

As for duplication, Mr. Spearman urged that this be permitted on clear channels on the ground that facilities now are being wasted and that regional stations are doing an adequate job of rural coverage. He attacked the FCC allocation survey, made public Sept. 1, as inadequate and suggested that the FCC disregard it entirely in any determination of future policy having to do with allocations.

By duplicating clear channels, Mr. Spearman argued, some regional stations could be permitted to move off their present assignments and onto clear channels, thus reducing interference on the former and at the same time making for greater coverage.

"The facts we have presented indicate a great upheaval and upset in the economics affecting regional stations if 500 kw. operation should be permitted. No such disturbance would result from moving some existing regional stations to duplicate operation on clear channels. As we have already pointed out, such duplication would make possible great improvements and there would be no such exodus of business from regional stations as would, we are convinced, take place if the Commission should authorize 500 kw. stations to be constructed and operated," he said.

Opening his statement with the assertion that regional stations are "the backbone of American broadcasting," Mr. Spearman discoursed at length on the character of business done by these stations and the sphere of their activity as public service units. He called the regional station comparable to the average city newspaper whereas the clear channel stations are in the category of the *New York Times*. He claimed that regional stations serve the bulk of the population with more than half of them which operate unlimited time being located in cities of 100,000 or over. Within 20 to 50 miles of these 93 largest centers, he said, live almost half of the nation's population, including a large rural population.

Depend on Each Other

MR. SPEARMAN cited further figures showing that 71.7% of all the unlimited time regional stations are affiliated with the major networks. As did the Clear Channel Group, he cited financial statistics of station incomes to support his point that the national networks and regional stations are mutually dependent upon each other.

In an effort to break down the FCC's allocation survey which showed that rural listeners preferred clear channel stations almost to the exclusion of other classes, Mr. Spearman referred to many analyses which, he said, furnished proof positive of the high order of service rendered rural listeners by regional stations.

This rural service of regionals would be greatly intensified, Mr. Spearman argued, if regionals are authorized to increase their power horizontally at night from 1,000 to 5,000 watts. Not only would it enable them to lay down better signals in their present service areas but it would also make possible "satisfactory reception of programs broadcast by them by thousands upon thousands of listeners who cannot now enjoy this service."

"Since regional stations constitute close to half of all the stations in the country; do half the combined business of the industry; serve the social and economic needs of local trade areas, and cater to the cultural and business needs of these communities; and since the local advertiser pays taxes in the community served by regional stations, contributes to and supports the welfare organizations, adds to its social life and cultural influence and depends almost entirely on the area served by regional stations for existence; and since the listeners within such areas in return receive concessions from local business men and look to and depend upon them for economic leadership, the Association which I represent respectfully submits that regional stations should be permitted to increase the intensity of their signals so that the service rendered by them to their respec-

(*Continued on page 74*)

Shepard Explains Regional Group Purposes

BY WAY of opening the elaborate regional station presentation, John Shepard 3d, president of the Yankee Network, and chairman and prime mover in the National Association of Regional Broadcast Stations, explained the scope and purpose of the organization. He said its three principal objectives were horizontal increases to 5,000 watts on all regionals, opposition to superpower of 500,000 watts and duplication on clear channels.

NARBS, he explained, was formed following the NAB convention last July because of the anxiety among regionals over impending superpower and the economic havoc they felt it would cause. He said the organization has 81 members in 34 states and has one or more members on 35 different frequencies out of 40 frequencies assigned to regionals. Mr. Shepard said:

What Association Wants

"HAVING determined what all of the stations' general interests were, and attempting to condense these into as few definite proposals as possible, it was unanimously determined that the association should sponsor and present evidence supporting changes in the rules of the Commission so that such rules as amended would permit the operation of regional broadcast stations with 5 kw. power at night, as well as day, and so as to also permit the operation of more than one full-time station on a clear channel. It was also definitely determined as the governing policy of the association that it should and therefore would sponsor these changes in Commission rules for general application to regional broadcast stations. Your division, in giving notice of this hearing and in inviting participation in it, made it clear that the information and data desired should go to general applicability of rules rather than attempt to produce evidence in support of relatively few stations or a small number of regional frequencies. The association has tried sincerely to comply with this implied if not direct request of the Commission and has prepared the showing which it will make along these lines.

Adverse Effect of 500 kw.

"THE association was unanimously of the opinion that regional stations, both as a group and as individuals, would be adversely and most severely affected if stations should be authorized and regularly licensed to operate with 500 kw. Believing in our own stations and being convinced that they are rendering an indispensable service to the American public, we were convinced that we would be negligent in our duty as individuals and as an association, to both this division and ourselves, if we did not show some of the facts as to how the regional stations would be so adversely affected by the regular operation of 500 kw. stations."

Superpower a Success, Says Crosley; Tilts With Payne

THE METEORIC success of WLW as the pioneer superpower station was recited by Powel Crosley, Jr., president of the Crosley Radio Corp., which operates the station. He recounted the history of WLW from a 20-watt affair in 1921 to the 500,000 watts, which it acquired in March, 1934. It has operated experimentally with this power, being licensed only as a regular 50,000-watt station. Like some of the preceding clear channel witnesses, Mr. Crosley related how listeners as early as 1922 regarded the "50 watts as superpower" and complained of blanketing.

Always a proponent of higher power, Mr. Crosley said that WLW's interest in high power was manifest long before the present commercial possibilities of broadcasting became evident. He said:

"We have endeavored to cover that 'No Man's Land' lying between areas well served by local or regional broadcasting stations to deliver, winter or summer, in spite of atmospheric or other forms of interference, satisfactory reception for the radio listener who cannot afford the more elaborate and costly receiving sets. That we have succeeded in doing this is evidenced by the recent engineering report of the FCC indicating the popularity of our station in rural districts."

"Most of the profits of WLW". Mr. Crosley said, "have been plowed back into better and better programs, more and more costly presentation of programs, and better and better electrical, mechanical and technical equipment."

Mr. Crosley discussed program policies of the station and its effort to keep its listeners over a wide area informed on livestock quotations, weather reports, educational programs and such programs as the *Farm and Home Hour* which have never been moved for commercials.

Coverage Quadruples Mail

THE IMPROVED coverage that resulted in WLW's increase from 50 to 500 kw., Mr. Crosley said, was demonstrated in the fact that during the first three months of 1935 it received four times as many fan letters as it had received during the same period of the preceding year operating with a power of 50 kw. For the six-month period, October 1935 to March 1936, operating with 500,000 watts, WLW received five times as many pieces of mail as during the corresponding period of 1933 to 1934.

Mr. Crosley and Chairman Prall

"When you consider that a great bulk of our fan mail comes from the small towns and rural districts, and the further fact that experience has shown that a relatively small number of listeners do actually write fan letters, it is clear that the power increase of WLW has resulted in furnishing a radio service not heretofore available to a vast number of such listeners," Mr. Crosley said.

Summarizing, he said the benefits of these successful power increases have been threefold: (1) Many listeners received programs which, because of the type of receiving equipment used or because of distance, they never would have received otherwise; (2) the reception for those who could hear the programs is vastly improved, and (3) increased revenues have improved the programs themselves.

Evidence purporting to show that WLW does not blanket with its 500 kw. signal even those stations on adjacent channels at points close to the WLW transmitter, was also submitted. This was elaborated upon by other witnesses for the station.

The Economics of 500 kw

ON THE subject of economics, Mr. Crosley made the following observations:

"The economic results of the use of power of 500 kw. to a station using it or to other stations are not as susceptible of definite proof as are the technical benefits to the listening public or the absence of injury to the listening public from the technical operation of such a station. This is true because, among other reasons, each station and each locality presents an individual problem. Differences in location, in directing personnel. in program policies, in the prior experience and popularity of the station, and many other factors en-

(Continued on page 72)

TIME-SHARING CLEAR CHANNEL PLEA

A PLEA for full-time operation of existing shared-time clear channel stations, on the ground that they are now economically unsound, was made by John C. Kendall, attorney, of Portland, Ore., appearing for five of these stations. The recommendation was that the FCC amend existing rules to permit this, and to accomplish this after a general hearing on the subject. The stations in the group were KEX, Portland; WOWO, Fort Wayne, Ind..; WWVA, Wheeling, W. Va.; KTHS, Hot Springs, Ark., and WBAL, Baltimore.

Pointing out that the time-sharing assignments were made primarily to bring about an equitable division of clear channels among the stations and zones under the so-called Davis Amendment, and that the amendment since has been repealed, Judge Kendall contended that there is no longer any legal reason to prevent the full-time operation. He said:

"More than eight years of trial and operating experience has clearly demonstrated that the operation of clear channel stations on a time-sharing basis is economically unsound and does not permit of the rendition of the maximum service by such stations to which the radio listening public is entitled.

"Present operating assignments of shared time cleared channel stations are economically unsound for the following reasons:

"a. The same investment is required for installation and maintenance as is required for a full-time cleared channel station, and the operating cost is substantially the same.

"b. Due to the fact that nearly one-half of the most valuable night-time hours are not available there is a substantial loss in station revenue.

"c. Listener popularity and station prestige are seriously impaired by reason of the interruption in the continuity of program service.

"The radio listening public is now being deprived of program service from shared time cleared channel stations which with full-time operation from such stations would be available to it because:

"a. Shared time cleared channel stations under present assignments are required to observe a silent period up to a maximum of four hours each day during certain months of the year. Such night-time hours are generally recognized as most valuable from the standpoint of the listening public.

"b. During the hours when these stations are forced to remain silent occur the greatest number of programs in which the public is most interested.

"c. An analysis of the radio listener habits has demonstrated that the early evennig hours are the most popular to the rural listener. On account of such silent period the shared time cleared channel stations are unable to render the maximum service to the rural listeners residing within their respective service areas.

"In June, 1936, the Davis Amendment hereinbefore referred to was repealed and we submit that the present is an opportune and logical time to make it possible for these part-time cleared channel stations to operate full time."

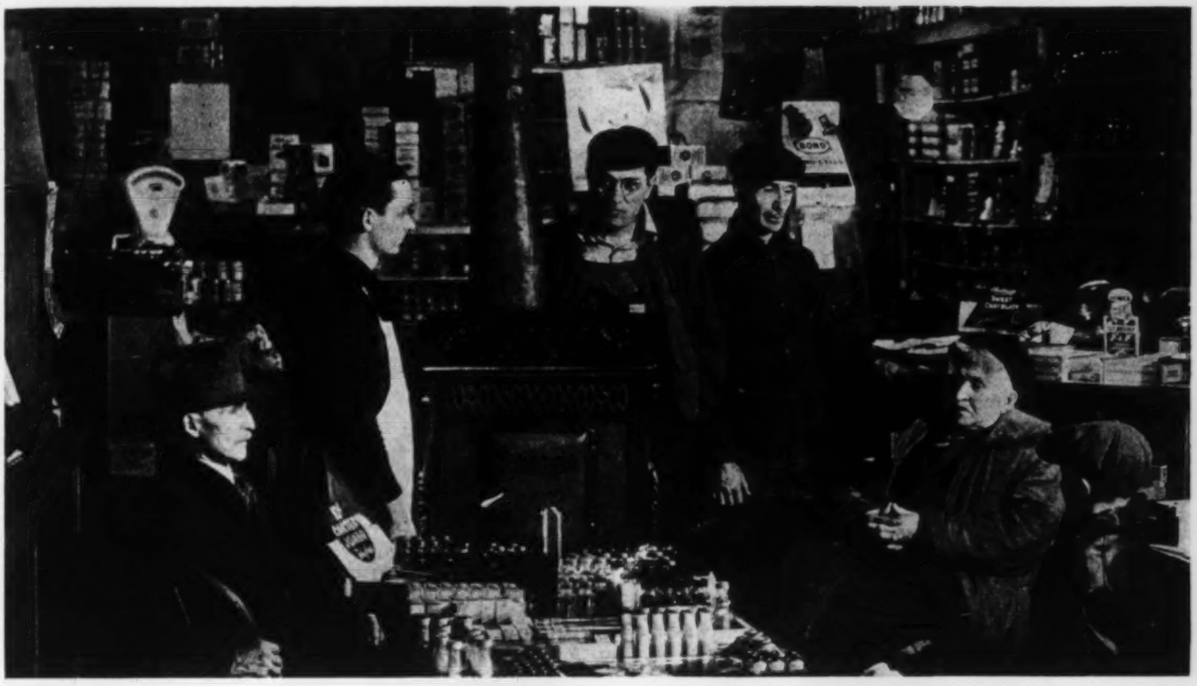
Under cross-examination, Chief Engineer Craven brought out that whereas there are 20 time-sharing clear channel stations, only five were in the group represented by Judge Kendall. He asked whether the other stations subscribed to the same views, and Judge Kendall said he had no definite information but felt that they did.

To the question whether the time-sharing stations would be willing to install directional antennas to prevent interference under duplicated operation, Judge Kendall said he believed that they would do everything possible to get a solution of their problem.

FURTHER detailed accounts of FCC allocation hearings will be found on pages 54-77.

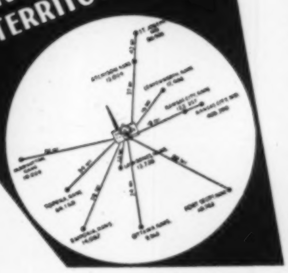
SERENADING THE SOUTH — In center photo, Lambdin Kay, WSB, Atlanta, listens appreciatively as Glenn Snyder, WLS, Chicago, performs "Temple Bells of Texas" on his dime harmonica (without permission of copyright owners). Flanking duo, left to right, are Donald Flamm, WMCA, New York; A. J. Eaves, Graybar Electric Co.; I. R. Baker, RCA Mfg. Co.; Ralph Atlass, WIND-WJJD, Chicago.

XUM



50% of Products Sold in Kansas are Bought in COUNTRY STORES

WREN HAS THE LARGEST COMBINED METROPOLITAN *and* RURAL AUDIENCES IN THIS TERRITORY



Practically every leading nationally advertised brand is to be found in country stores — for farm people are "brand conscious"—more so than metropolitan buyers. In Kansas and Missouri, WREN serves a farm audience of over 1,500,000 people in an area of approximately 90,000 square miles. WREN is the source of news, entertainment, education and advertising to this audience—at all hours of the day and evening!

If you want to sell your commodity in this rich farm section, let WREN carry your advertising.

SERVING 11 MAJOR CITIES AND 90,000 SQUARE MILES OF FARM SECTION

In addition to 1,500,000 farm population, WREN serves the following principle cities of a combined 761,535 population: Kansas City, Mo.; Kansas City, Kansas; St. Joseph, Topeka, Atchison, Leavenworth, Ft. Scott, Ottawa, Lawrence, Emporia and Manhattan.

Only NBC Blue
Network Outlet
Between Denver
and St. Louis.

WREN

Transmitter located 18 miles west of Kansas City — centrally located to serve Eastern Kansas and Western Missouri.

NBC Offering New Contracts To Integrate Station Relations

New Clause Designed to Check Defections to Other Hookups; Compensation Revised in Come Cases

CARRYING forward the determination of President Lenox R. Lohr to integrate NBC's relations with its station affiliates, the network organization's station relations department is currently offering practically all affiliates new contracts designed to stabilize the network's position and to eliminate some of the friction of past years.

Some of the contracts are for one year or more, others for five-year periods, and in some instances the base station compensation rate under NBC's sliding-scale compensation plan instituted about a year ago is revised upward.

The contracts contain several important departures from previous practice, although for the most part they maintain the basic compensation scheme. One of the most significant features is a clause in some of the contracts by which an affiliate agrees "not to permit the use of your station's facilities by any radio network, other than ours, with which is permanently or occasionally associated any station serving wholly or partially a city or county of one million or more inhabitants."

Aims at Affiliations

THIS clause manifestly is aimed at NBC station affiliations with such organizations as the Mutual Network, whose WOR and WGN readily fall within the "one million" category, and carries into contractual argeement Mr. Lohr's already demonstrated intention of discouraging further defections. On the other hand, it does not keep NBC stations from joining small state or regional networks or hookups outside of NBC's optional time.

For the last few weeks, and particularly during the course of the FCC allocation hearings which began in Washington Oct. 5 and which brought several hundred broadcasters to Washington, members of the NBC staff have been contacting affiliated stations to discuss the contracts with them and procure signatures. Mr. Lohr himself is handling some of the contracts, as are Frank Mason, station relations vice president; Reginald Brophy, station relations manager, and others of the staff. Mr. Brophy and Keith Kiggens were in Washington during most of the hearings.

The contract forms were drawn, with slight variations, to be offered to stations now operating under the present form of station contract on a regular affiliation basis and on an optional time basis. Except for the latter classification, which gets no guarantee of service, the affiliates receive a guarantee of 200 unit hours of sustaining and commercial service per 28-day period. Two hundred unit hours are the equivalent of 200 night hours, with daytime hours (8 a. m. to 6 p. m.) counting for half night hours; 11 p. m. to 12 midnight for half night hours; 12 midnight to 8 a. m. one-third night hours—and a slightly altered ratio for Sunday hours.

The stations affiliating with NBC waive compensation for the first 16 unit hours of network commercials during each 28-day period, the rest of the compensation plan, as before, remaining as follows: (a) For the first 25 unit hours in excess of 16, NBC pays 20% of the station's average unit hour for the 28-day period; (b) for the next 25 unit hours, NBC pays at the rate of 30% of average unit hour rates for the 28-day period, and (c) for all unit hours in excess of 66, NBC pays at the rate of 37½% of average unit hour rates for the 28-day period.

The contracts provide that both increases and decreases in station rates are to be reflected in the compensation scale, but that if rate decreases are made, the station may terminate the contract upon 90-day notice.

Rate Decreases

TO PROTECT against decreases by stations of their rates to national advertisers below the prevailing network rate for the station, NBC writes into the contract this provision: "If you accept from national advertisers net payments less than those at which NBC sells your station to network advertisers for corresponding periods of time, as set forth in the preceding table, then NBC may, at its option, reduce the network station rate for your station in like proportion, in which event the compensation due you from NBC will be likewise reduced but the right of termination provided for in the preceding paragraph [90 days] shall not thereby accrue to you."

Network optional time schedules, setting forth the time that must be cleared for NBC commercials upon 28 days' notice, remain as before, namely, 10 a. m. to 12 noon, 3 p. m. to 6 p. m., 7 p. m. to 7:30 p. m. and 8 p. m. to 11 p. m. weekdays; 1 p. m. to 4 p. m., 5 p. m. to 6 p. m. and 7 p. m. to 11 p. m. Sundays (all New York City time). The network guarantees 28 days advance notice of discontinuance of scheduled commercials and, as formerly, retains the right to substitute public service programs for scheduled programs without compensation for the cancelled program "because of the public responsibility of the network and its associated stations."

New Clauses Added

SEVERAL new clauses in the contract, which are self-explanatory, are also contained as follows:

"You agree not to sell or lease your station during the term of this contract unless such sale or lease is expressly made subject to the terms and conditions of this contract.

"In the event you substitute another program for a network program which we offer you and which you are obligated to broadcast in accordance with the provisions of Section III, paragraph *a*, [relating to optional time], you agree to pay us, as liquidated damage, a sum equal to the difference between the total monies received by you for broadcasting such other program and monies you would have received from us had you broadcast our network program. This provision is without prejudice to any other rights which we may have under this contract arising from your failure to broadcast any of our network programs, and shall not be deemed to give you the option to refuse to accept such a network program by making the payments specified in the foregoing sentence.

"You agree not to authorize, cause, permit, or enable anything to be done without our consent whereby a recording is made, or a recording is broadcast, of a program which has been, or is being, broadcast on NBC networks."

The contract forms conclude with a provision that the contract shall be in force for a specified period of time, believed in most cases to be five years, terminable by NBC upon 12 months' written notice.

SERIOUS ART OR SATIRE?—Much discussion has been aroused over these companion plaques cut from polished black granite and flanking the entrance of the magnificent new studio building of WWJ, Detroit. They are the work of Carl Milles, noted Swedish sculptor, and the left plaque is designed to represent "broadcasting" and the right "listening". Because of their unconventional treatment of the subject, debate is raging in art circles whether the sculptor intended them to be serious or satirical. The left plaque shows a group of musicians "playing for dear life", as Albert Kahn, architect of the building, puts it. At right are radio listeners in varying moods of wakefulness and interest.

Election Coverage On Elaborate Basis

Networks and Stations Laying Plans for Unique Feature

WHILE time is currently being cleared by the networks at a greater rate than ever before for the presidential candidates and their spokesman, both NBC and CBS in mid-October were laying elaborate plans for coverage of the election returns the night of Nov. 3. Besides securing a steady flow of reports from all over the country through the Press - Radio Bureau, the two major networks are setting up extensive staffs of their own to insure full coverage and interpretation of the returns.

NBC will send its first returns over combined networks from 6:35 to 6:45 p. m., starting with an interview with James W. Barrett, editor of Press - Radio Bureau. Graham McNamee and John B. Kennedy will be the announcers, who at frequent intervals through the evening will broadcast and interpret the vote tallies, interrupting regular programs if necessary.

Special Features

IN ADDITION, NBC will carry remotes from New Ashford, Mass., traditionally the first town to complete its count; from Democratic and Republican headquarters, with the party chairmen at the microphones; from the candidates' homes at Hyde Park and Topeka, and from a mobile unit getting crowd reactions in Times Square and other parts of New York. The returns will also be carried to the world via shortwaves from W3XAL, Bound Brook; W2XAF, Schenectady; W8XK, Pittsburgh, and W1XK, Springfield.

Paul White, CBS director of special events, will head a big staff setup in Columbia's largest New York studio. He will edit copy to be handed to Hugh Conrad, who does the *March of Time* announcing and who will handle the straight announcing while H. V. Kaltenborn acts as commentator and Bob Trout, presidential announcer, comments on the Congressional voting.

The tabulation system employed by CBS will be similar to that used in 1932 when a large blackboard, with all states and territories indicated, was mounted in the studio and carried the latest returns plus an indication of each state's electoral vote.

Additional CBS lines will be installed in Democratic and Republican headquarters, at the homes of President Roosevelt and Gov. Landon and in the Times Bldg. in New York.

Mutual Network, according to early advices, will not handle the returns on an organized network basis, early plans being for each station to do a local job. WGN will depend upon the *Chicago Tribune* and WOR will use Transradio Press and may join with the *New York Journal* for its returns.

Generally, the networks and independent stations expect to have an easier time covering the elections this year than they did in 1932 when they had to do without newspaper service. Transradio service will be keyed for its individual station clients, with teletype and radio transmission service.

Plotting Spots--The Multi-Station Trend

By BLAYNE R. BUTCHER
Radio Director, Lennen & Mitchell Inc., New York

Impressions of Spot Broadcasting From Agency Viewpoint; How a Time Buyer Can Size Up Stations for a Campaign

NOW a time buyer, Blayne Butcher for years — seven of them — served time behind the microphone as well as at the manager's desk. His training took him through all sorts of studio jobs at WTAR, WLVA, WGH, WBAP, WLW and WCAU, which is considerable mobility even for a radio man. Since 1934 he has been in the agency end of the business and has acquired some ideas about agency-station and agency-advertiser relations. And in telling his story, he gives his blessing to the new trend toward the use of more than one station in a market.

ONE OF THE major problems faced by a radio department executive in an advertising agency is the matter of "sizing up" the stations in the area in which he wants to spot a program.

How best to "size up" a station? Perhaps the writer can point the way toward the solution of that problem from his experience during the past 24 months in buying spot programs and time in a number of areas. Naturally, this afforded the opportunity of meeting and working with many major and minor station officials. From individuals and their methods of handling their particular jobs, it is possible to determine in large measure what to expect from radio campaigns placed through their stations. There is scarcely any "rule of thumb" by which the uninitiated agency man can absolutely judge stations in advance, lest he have a thorough station background, since estimates of station aggressiveness, and of adequate presentations and servicing by their 'reps' are as varying as the various individuals concerned.

Taking Their Measure

BECAUSE the profession of radio is such a highly individualized one, the measure of the parties concerned must be taken into consideration in planning and placing any spot program. Naturally, the best way to do this judging is by visiting the station or stations in the area desired and using one's best judgment. For instance, a 'station to station' personal survey will disclose that at one point the general manager is the most conscientious; at another, the commercial manager; and at others, minor executives or announcers. A discerning agency man, with an understanding of human nature, and above all, a working knowledge of what makes the radio station 'tick', should be able to spot, during the course of a brief visit, the person around whom the responsibility of the spot campaign's operation can revolve.

The best way to get this knowledge is by the simple and slow process of working in a station. Spot time and program buyers should be able to visit stations and understand or find out more than the things appearing on the surface. Naturally, the traditions of best selling on the part of the stations require that the agency man's hand be held, and that the rosy glow of happiness permeate all agency-station relationships.

All well and good, but if the agency man understands station problems, talks the language of anyone in the station from manager to control operator, how much better chance he has of penetrating the superficial veneer of salesmanship and acquiring a valuable insight on the station, its personnel, policies and operations, thus doing a real service to his client. Worthy stations whose business operations are open and aboveboard will welcome and cooperate to the hilt with this type of agency representative.

On the matter of service, there are, unfortunately, still a few shortsighted station owners who limit their personnel budgets to the point of hampering the servicing of commercial accounts. A newspaper, staffed as sparsely as some radio stations with several people 'doubling' in duties, would go under in short order.

The old argument station owners have against building up a large physical equipment because of their short licenses by the FCC, scarcely holds water in the case of personnel which is as "fireable" as it is "hireable". Of course, radio stations must make reasonable profits, but their chief stock in trade—personnel—should not be at such a bare minimum that this very factor works against the commercial principle to which they are dedicated—that of getting accounts and producing results for as many advertisers as possible, to secure their own financial future.

Traditions Aplenty

TODAY'S far-seeing station owners employ a higher type of personnel and compensate them more adequately for the creative and individual work they accomplish. Staffs are enlarging, under the impetus of additional income, to the point where radio service can be on a par with that given by other media.

By this word 'service' is not meant the moot 'merchandising service', which is still radio's spot question number one, but the mere manual or vocal labors of personnel concerned with broadcasts. At some points these people are so overworked that one advertiser's program, as well as another's, is just a daily chore to be dispensed with as quickly, and with as little trouble, as possible. In this year of grace, while radio spot business is climbing to a new high, it is to be hoped that the few backward station owners will forsake some of their personal avarice, and enlarge staffs to the point of offering real help to spot radio advertising campaigns.

MR. BUTCHER

While on this subject of stations, let us consider the background of some of them — a factor which plays such a big part in influencing operations today. Too many stations were founded back in the 'catch-as-catch-can' wavelength scramble by either the get-rich-quick gentry who always jump into new ventures, or by experimental operators—idealists in the field of radio technique—who gave them up under economic pressure to promoters or local firms that used them purely as a toy adjunct to their advertising promotion.

It is to be doubted that many conscientious persons could visualize, in its earliest phases, the level-headed business angle that this medium has attained today. The weeding out started when radio's commercial aspects began to be apparent, and when competition in its own field and with other media became inevitable. So deep-rooted are some of the family and personal station holdings, that even yet, at a few points, reactionaries dictate unsound policies, regardless of the station personnel's standards of business acumen.

In any other field of business, competition would force the correction or elimination of an unhealthy enterprise, but with the restriction peculiar to radio—that of a wave length grant by a Federal commission — which necessarily limits the competition in its own field, a station may go merrily along with its owners laboring under the grand delusion that they are doing an excellent job. In reality, however, the whole setup may be hampered by so many idiosyncrasies that it is amazing that it functions as a business at all. This sort of thing may particularly hamper spot placements. Fortunately for radio this group of stations is growing increasingly smaller as stations are bought and sold, and sound practices come into play.

What Station to Use

HERE is another point about spot placement concerning which there can and always will be much controversy. An advertiser will say to his agency—"Put our program on the *best* station in 'Blank City'. The agency is then faced with a difficult problem. Were it to be a newspaper campaign, circulation figures might support the choice, but in radio judgment has to be based on other principles. And at this point, more than any other, judgment must be based on a cool consideration of all the elements involved, after having discounted station reps or commercial managers social overtures, and other personal elements.

The man who has worked in stations knows that every station in the city desired can, without doubt, poll a substantial audience, and possibly any one of them could do justice to the proposed campaign, but nevertheless, he starts the usual round of sifting out data, including power, frequency, network connections, estimated listener habits, success stories, time availability, program offerings, local prestige, opinions and what not. This usually winds up in such a confusing mass of details pointing to relatively little difference in two or even three competing stations, that he feels disposed to drop the whole business in the permanent file.

But his client, who has unquestioningly spent large sums in other media in the past, wants infallible proof before risking his radio dollars, so frequently it is necessary to make the personal call and come back with a firm recommendation. Along with the personal call may come the insistence upon checking with the client's local contacts in the area visited. At first glance, this looks like sound reasoning, but there are twice as many potential radio impresarios in business offices throughout the country as there are in the entire radio industry. And their ideas practically all conflict.

Multiple Placements

IF SOLICITATION of their opinions cannot be avoided, the agency man must be prepared to meet the objections of those who have been overruled in the final selections of station, time and program, and be prepared to sell the client over and over again when and if their usually trivial complaints come

(*Continued on page 80*)

THESE ARE BUSY DAYS

at KFRU

KFRU
COLUMBIA
MISSOURI

630 Kilocycles
1000 Watts (500 Watts night time)

New Studios Are Being Built . . .

For the past weeks carpenters, bricklayers, plumbers, interior decorators and the host of other artisans who have a hand in such things, have been creating new studio and office groupings. Their work is nearly finished.

New Equipment Is Being Installed . . .

The new studio, incorporating all of the latest developments in acoustic control, will be served by new Western Electric speech input equipment.

Sorry we can't show you pictures now
. . . You'll see them later on, though.

All to Give Better Coverage In . . .

The rich, Central Missouri area between the Retail Markets of St. Louis and Kansas City . . . A new data book covering the economic and retail sales factors of this area is yours for the asking.

KFRU
COLUMBIA, MO.
Is owned and operated by the St. Louis Star-Times Publishing Company.

National Representatives

WILSON—DALTON—ROBERTSON

Kansas City, Mo.
1329 Baltimore Ave.

Chicago
1530 Mather Tower

New York
250 Park Ave.

A Store Wanted to Grow Up-And Did

Furniture House in Milwaukee Turns to Broadcasts To Build Prestige and Acquire New Customers

By **WALTER J. DAMM**
Manager, WTMJ, Milwaukee

ONCE Home Furniture Co., Milwaukee, was a second-hand store. During this humble period the desire to graduate to new merchandise surged deep in the hearts of the management. But always there was the fear that the public would be afraid to buy new goods at a former second-hand store. How to build prestige? There was the problem! And along came S. W. Shay, who had no time for one-hoss methods and who had learned in Chicago what radio can do for furniture stores that manifest an interest in the state of their sales chart.

HOME FURNITURE Co. of Milwaukee, which prior to July 1934 had been an outlet for second-hand furniture, has firmly established itself in this market as a buying place for new furniture. This record in itself is not unusual but for the fact that radio was used exclusively to effect the change.

The store had a two-fold problem. On the one hand it had to spread the news far and wide that it now sold only new furniture, and on the other hand, it had to build confidence in its new merchandising policy. In this latter phase it could not start from scratch like a new establishment but had to overcome the antipathy of people for buying at a former second-hand store.

Radio was chosen as the medium for accomplishing the store's objective because the new manager, S. W. Shay, had had successful experience in merchandising furniture by radio in Chicago. The record of 15 months of consistent broadcast advertising over WTMJ has been well nigh phenomenal.

Merchandising Schemes

HOME FURNITURE Co. opened accounts in 52 Wisconsin towns in less than six months after going on WTMJ. It credits radio with successfully establishing the attractive store with all new merchandise. It has secured unit sales in cash as high as $570. One man from a town 100 miles from Milwaukee came in and bought a $275 bill of goods because he liked the Home Furniture Co. program. He came direct to the store without shopping around anywhere else in Milwaukee.

One woman from Milwaukee's south side, who admitted she hadn't been downtown shopping in two years, was induced by the store's radio program to come in and buy $260 worth of merchandise. This is significant in view of the fact that Milwaukee is a city of good outlying shopping districts. There is no question in the minds of the Home Furniture Co. management regarding the source of their business because they use radio exclusively.

HELPS HOUSEWIVES—Don Gordon tells women how to run their homes. He is sponsored on WTMJ, Milwaukee, by Home Furniture Co.

Mr. Shay employs simple, homely, direct sales talk messages in his broadcasts. He also merchandises his promotion adroitly. He is repeatedly presenting new merchandising stunts in his broadcasts. As an example, during one week's broadcast he promoted a set of aluminum made by a firm noted for quality, and offered the set at $14.95. At that price it was obviously a good "buy". It pulled many customers. Further capitalizing it after the item was definitely established as highly attractive, Mr. Shay came back shortly afterward and offered the set as a special inducement, pegging it as the set sold previously for $14.95 and gave it free with any three-room outfit of furniture purchased during the week.

When the Veterans' Bonus went through Mr. Shay was quick to put into effect the deferred payment plan appealing to veterans. "Buy now and pay later" was the basis of the plan.

After opening new accounts in many Wisconsin towns the Home Furniture Co. decided to broaden its service. From the beginning they had offered "free delivery anywhere in Wisconsin" and now extended this to "free delivery anywhere". This resulted in the obtaining of many customers from the neighboring states of Michigan, Illinois and Iowa.

The sponsor's initial radio program was a five-day-a-week 15-minute morning period featuring the *Home Harmonizers*, hillbilly act. An inexpensive cash contest in which listeners were rewarded for their best letters on "Why I Like the *Home Harmonizers*" was the means of securing many names of potential customers. An offer of photographs of the *Home Harmonizers* also produced thousands of names and addresses. Repeated song requests furnished many others.

When, at the end of a year's broadcast, listeners were asked if the *Home Harmonizers* should be continued, the store was deluged with affirmative responses. One man sent in a petition with more than 200 names and then came down to make sure the letter arrived and said that he could get double that number of signatures if necessary.

On June 1 of this year the Home Furniture Co. was so satisfied with the success of its efforts over WTMJ that it decided to increase the appropriation for broadcast advertising. In looking about for additional programs it found one tailor-made for its needs in the WTMJ sustaining program known as the *Exchange Club*. This 15-minute feature, which is broadcast three times a week, features an exchange of household hints and is conducted not by a woman announcer but by a man, Don Gordon, of the regular WTMJ staff.

The program has developed a tremendous mail response and while this is no reflection on the average woman announcer, it appears that the housewives in the WTMJ audience have developed an unexpected degree of interest in Don Gordon's household advice. The reason may lie in the unusual situation of having a man expound such advice and the further fact that a man tackling a job of that kind may bring to bear a somewhat more practical and hard-headed attitude with regard to what is worth broadcasting.

A Thousand Hints

IN ANY EVENT the Home Furniture Co. now sponsors this program in addition to the original *Home Harmonizers* and is well pleased with the results from the second program. At the time the store took over the sponsorship of the *Exchange Club*, WTMJ had a booklet entitled *One Thousand and One Household Hints* on the press. These hints had been selected by Don Gordon from the many thousands he has received from listeners and the compilation made a very attractive offering.

Because the program was now theirs, the Home Furniture Co. asked for the privilege of distributing and selling these booklets and this right was given to them. The first edition of the book was exhausted in a short time and a second edition was planned by the sponsors.

As a further tieup with the new program Don Gordon appears at the Home Furniture Store on Saturday afternoons and personally autographs all copies of the booklet which are sold at that time.

So with the help of radio the Home Furniture Co. has accomplished its original objectives and has gone on to build an increasing clientele and increasing dollar volume of business. In this connection one interesting fact has been apparent. While the Home Furniture Co. persistently promotes "easy terms to all", the many large unit sales for cash secured by radio have convinced the management that there are many sizeable nest-eggs that can be effectively tapped by radio, penetrating as it does to all classes and types of prospective customers.

SEVERAL SPONSORS PLAN DISC SERIES

H. W. KASTOR & SONS ADV. Co. Inc., Chicago, has commissioned WBS to make a series of transcription announcements, of various lengths, for the following clients: Beaumont Laboratories, St. Louis (4-Way cold tablets); Booth Fisheries Co., Chicago; Hurley Machine Co., Chicago (Easy Washing machines); Lykolene Co., Kansas City (Lyko & Lykolene); Williamson Candy Co., Chicago (Oh-Henry bars); Tattoo Co., Chicago (cosmetics). For A. H. Lewis Medicine Co., St. Louis (Tums), Kastor is preparing a series of quarter-hour WBS discs entitled *Music You Love*.

For Products Inc., through Meldrum & Fewsmith Inc., Cleveland, World is preparing announcements. Other series are being cut for Procter & Gamble Co., Cincinnati (Crisco) through Blackman Adv. Inc., New York; Crosse & Blackwell Inc., Baltimore, through Van Sant, Dugdale & Co. Inc., Baltimore; J. W. Marrow Co., Chicago (Mar-O-Oil shampoo), through Baggaley, Horton & Hoyt Inc., Chicago.

A brief spot announcement campaign starting Oct. 19 on 91 stations is being cut by WBS for Buick Motor Co., Flint, Mich., to announce new models. Arthur Kudner Inc., New York, is agency.

Two N. Y. Net Accounts

REMINGTON RAND Inc., Buffalo (office equipment), on Oct. 5 started *Tim Tyler's Luck*, King Features comic strip, on New York State Network, Mondays, Wednesdays and Fridays, 5:30-5:45 p. m. Account was placed by Leeford Adv. Agency, New York. Fawcett Publications Inc., New York, on Oct. 11 started dramatizations of stories from its *Modern Mechanics* and *True Confessions* magazines on the same network, Tuesdays, 5:30-6 p. m., through Ruthrauff & Ryan Inc., New York.

New KOBH on Air

HEADED by Robert J. Dean as manager, the new KOBH, Rapid City, S. D., using 100 watts full time on 1370 kc., is now on the air on full schedule, with Arden Swisher as commercial manager; Katherine Walpole, as program director; E. H. Carter, as chief engineer, and M. J. Jones, as assistant chief engineer. Mr. Dean is part owner with Dr. F. Koren of KWTN, Watertown, S. D., and KGDY, Huron, S. D.

CARLO de ANGELO, formerly radio director of Blackman Adv. Inc., New York, has joined the radio production staff of Lennen & Mitchell Inc., New York.

Cleveland and Denver Stations Basis Of New Negotiations by Major Networks

CLEVELAND and Denver appear to be the scenes of two new negotiations by the major networks to change or acquire new outlets and in both situations Mutual Broadcasting System figures prominently.

Although denied officially, reports were published locally in Cleveland that WGAR, present NBC-Blue outlet, would switch to CBS, which on Oct. 1 began a new three-year contract with WHK. Presumably, under such a situation, WHK would become aligned with NBC, although there have been no negotiations on this.

The Denver situation is a curious admixture of events and moves, which, on a temporary basis, would see the time-sharing stations KFEL and KVOD become outlets for both NBC-Blue and MBS. KFEL, owned by Gene O'Fallon, has an agreement with MBS to begin service when that hookup goes nationwide Dec. 29 and joins with Don Lee. The other half of this assignment—KVOD—has not signed with MBS, however.

Full Time Sought

AS BROADCASTING went to press, negotiations were in progress whereby KFEL-KVOD would take both NBC-Blue and MBS programs (the latter after Dec. 29) on a first-come-first-serve basis. The KFEL agreement with MBS runs for a year from Dec. 29 and it is presumed that after that time there will be steps to rearrange on a one-network exclusive basis of the character NBC now is demanding in its new five-year contracts.

Simultaneously, however, it was learned that KFEL had filed an application with the FCC for full time on 920 kc., which it now shares, and that KVOD has applied for full time on 630 kc., Canadian-shared regional. Presumably, if these applications are granted, then both NBC and MBS would have Denver outlets on a full time basis.

NBC now has the clear channel KOA in Denver, which at present is both a Red and Blue supplemental. The negotiations on the Denver situation have been carried on by Gene O'Fallon for KFEL, Duncan Pyle for KVOD, and NBC officials, including President Lenox R. Rohr. Fred Weber, MBS general manager, acted for that network.

In connection with the Cleveland situation, it is known that CBS struggled long and hard to negotiate its present three-year contract with WHK, owned by the *Cleveland Plain-Dealer* interests. The contract, agreed to in August, is understood to be for three years, with a one-year cancellation clause. It also provides for certain CBS sustaining service over WJAY, Cleveland station also owned by the *Plain-Dealer*.

Credence is given the report of a possible switch to WGAR by the fact that it is owned by the Richards-Fitzpatrick-Patt interests operating WJR, Detroit, which last September switched from NBC-Blue to CBS. The published report that CBS had already given WHK notice of its desire to cancel under the one-year recapture clause was denied officially at CBS.

Should CBS later give WHK notice (on this score nothing could be learned, pro or con), it normally would mean that the cancellation would not become effective until one year from the date of notice. However, in other cases of this kind, the networks have gotten together in advance of the final shift dates to their mutual satisfaction. It is not certain, of course, that should WHK get notice from CBS it would negotiate a contract with NBC as the replacement for WGAR, but this is a logical supposition. WGAR has been taking certain MBS commercial programs.

Before and After

BARRED from carrying sponsored broadcasts of Ohio State football games this season, WGAR, Cleveland, with the Pittsburgh game Oct. 10 nevertheless began broadcasting both home and out-of-town games with Grant Ward at the microphone. The games themselves are not sponsored but Kellogg's is actually footing the bill by buying a 30-minute grid rally broadcast before each game and a 15-minute summary account after the final whistle.

Publisher Buys WCHS

PURCHASE of WCHS, Charleston, W. Va., by a syndicate headed by John A. Kennedy, publisher of the *Clarksburg* (W. Va.) *Exponent*, was disclosed with the filing of an application with the FCC for voluntary transfer. The station, a 500-watter on 580 kc., was purchased for an undisclosed price from the Huntington Publishing Co., publishers of the *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser*, which also owns WSAZ, Huntington, and which has operated WCHS as a subsidiary since 1930. Mr. Kennedy's newspaper also holds a construction permit for a new 250-watt daytime station on 1370 kc. in Clarksburg, to be known as WBLK. Until he purchased the Clarksburg newspaper several years ago, Mr. Kennedy was a Washington newspaper correspondent.

CBS Engineers Elect

ELECTION of Kendall E. Davis as president of the association of the employes of the engineering department of Atlantic Broadcasting Corp. Inc., technical operating subsidiary of CBS, was announced Oct. 1. Other officers elected by the company union are John M. Tiffany, vice president; Arthur B. Mundorff, treasurer; Charles H. Kleinman, secretary; Lester N. Hatfield, national representative, and an executive committee comprising L. K. Farkas and Charles Malmstedt.

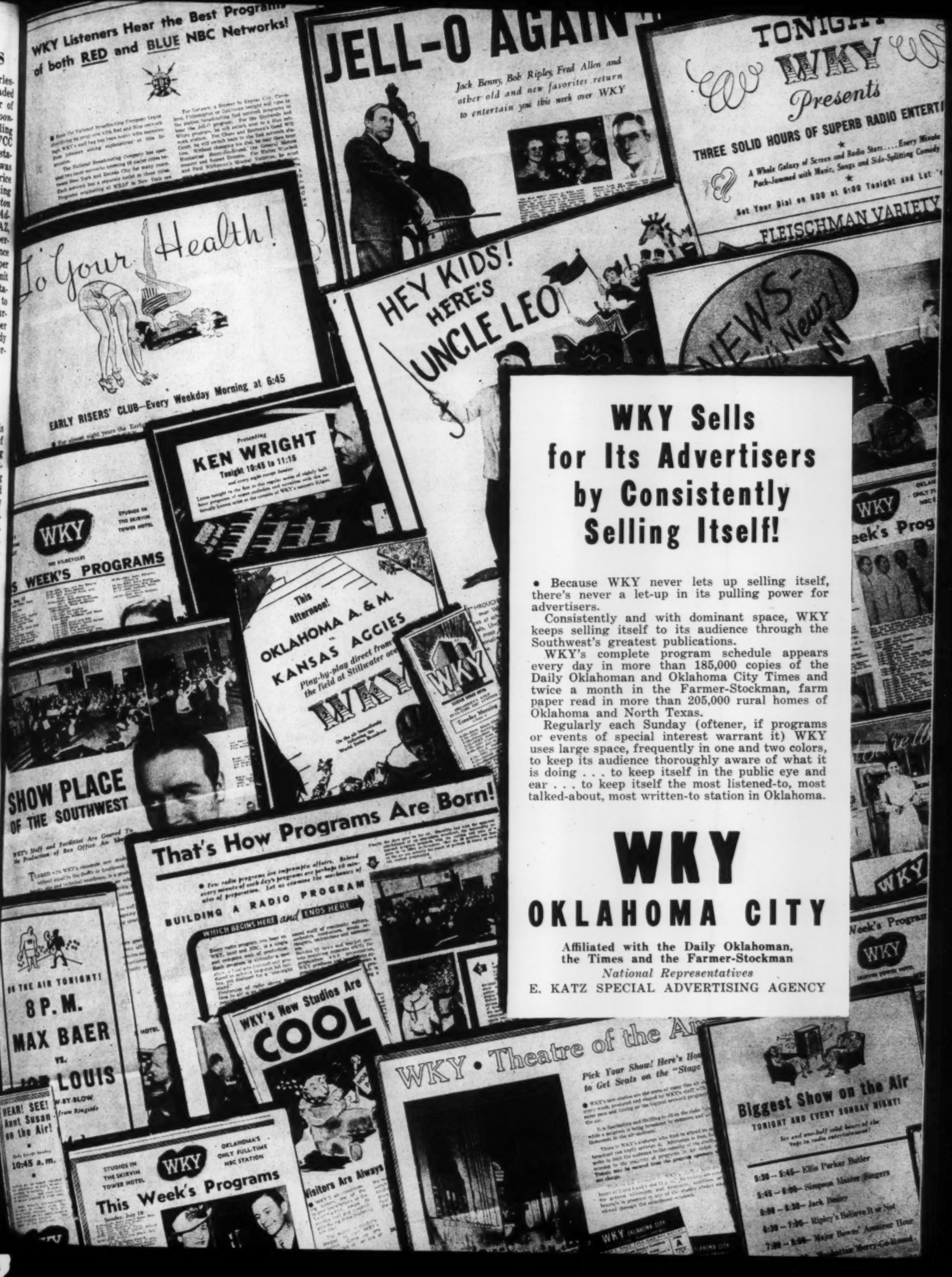
X MARKS THE SPOT !!

And the "spot" is St. Louis and its surrounding territory. This rich and active trading area, completely and efficiently covered by KWK, should receive your most serious consideration. An advertising campaign through KWK will definitely increase your sales. And remember, now that we have just installed a fine new 5000-watt transmitter, we expect to show even better results than we have in the past.

KWK

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO


WKY Listeners Hear the Best Programs of both RED and BLUE NBC Networks!
JELL-O AGAIN
Jack Benny, Bob Ripley, Fred Allen and other old and new favorites return to entertain you this week over WKY
TONIGHT
WKY Presents
THREE SOLID HOURS OF SUPERB RADIO ENTERT
A Whole Galaxy of Screen and Radio Stars.... Every Minute Pack-Jammed with Music, Songs and Side-Splitting Comedy
Set Your Dial on 900 at 6:00 Tonight and Let
FLEISCHMAN VARIETY
To Your Health!
EARLY RISERS' CLUB—Every Weekday Morning at 6:45
HEY KIDS! HERE'S UNCLE LEO
NEWS
Presenting
KEN WRIGHT
Tonight 10:45 to 11:15
WKY
WEEK'S PROGRAMS
This Afternoon!
OKLAHOMA A. & M. vs. KANSAS AGGIES
Play-by-play direct from the field at Stillwater
WKY
SHOW PLACE OF THE SOUTHWEST
That's How Programs Are Born!
BUILDING A RADIO PROGRAM
WHICH BEGINS HERE and ENDS HERE
ON THE AIR TONIGHT!
8 P.M.
MAX BAER vs. JOE LOUIS
HEAR! SEE! Aunt Susan on the Air!
10:45 a.m.
WKY's New Studios Are COOL
Visitors Are Always
WKY • Theatre of the Air
Pick Your Show! Here's How to Get Seats on the "Stage"
Biggest Show on the Air
TONIGHT AND EVERY SUNDAY NIGHT!
5:30 — 5:45 — Ellis Parker Butler
5:45 — 6:00 — Simpson Master Singers
6:00 — 6:30 — Jack Benny
6:30 — 7:00 — Ripley's Believe It or Not
7:00 — 8:00 — Major Bowes' Amateur Hour
STUDIOS IN THE SKIRVIN TOWER HOTEL
OKLAHOMA'S ONLY FULL-TIME NBC STATION
This Week's Programs

WKY Sells for Its Advertisers by Consistently Selling Itself!

• Because WKY never lets up selling itself, there's never a let-up in its pulling power for advertisers.

Consistently and with dominant space, WKY keeps selling itself to its audience through the Southwest's greatest publications.

WKY's complete program schedule appears every day in more than 185,000 copies of the Daily Oklahoman and Oklahoma City Times and twice a month in the Farmer-Stockman, farm paper read in more than 205,000 rural homes of Oklahoma and North Texas.

Regularly each Sunday (oftener, if programs or events of special interest warrant it) WKY uses large space, frequently in one and two colors, to keep its audience thoroughly aware of what it is doing . . . to keep itself in the public eye and ear . . . to keep itself the most listened-to, most talked-about, most written-to station in Oklahoma.

WKY

OKLAHOMA CITY

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman

National Representatives

E. KATZ SPECIAL ADVERTISING AGENCY

Ice Institute Planning A Second Network Show

WITH various local members planning sponsorship of local programs, National Ice Institute, Chicago ice association, which has engaged a 38-station CBS network for a Tuesday-Thursday 11:35 a. m. to noon program, also is planning an operatic series on an unselected network to start after the first of the year. Gladys Swarthout, Frank Chapman and William Daly's orchestra have been signed. The association has changed the starting date of its noon program to Oct. 27 and has adopted a new title, *Homemakers Exchange*. It will run 26 weeks and is placed by Donahue & Coe Inc., New York, which last year placed the *Parties at Pickfair* CBS series for the association.

NATURAL BLOOM Inc., New York (cigars) on Oct. 12 assumed sponsorship of INS news broadcasts on WMCA, New York, four days a week, through Montrose-Rosenberg Co., New York.

WOL's Regional Grant Is Reaffirmed; 2 New Stations, Power Boosts Granted

REAFFIRMING its decision of last summer, the FCC Broadcast Division Oct. 13 granted the application of WOL, Washington, for regional facilities with 1,000 watts power day and night. It is now a local operating on 1310 kc. with 100 watts, and with the authorized change will shift in frequency to 1230 kc.

The action reaffirms its grant of July 22 which was protested by several stations on the ground that the usual protest period had not expired. As a consequence it set aside that grant, which it reaffirmed.

There are pending a half-dozen applications before the FCC for new stations in Washington, all of which are on the hearing docket. Several of these ask for the facilities now occupied by WOL. Among these are applications of former Senator C. C. Dill, of Washington; Continental Radio Co., Scripps-Howard subsidiary, and William B. Dolph, manager of WOL and radio director of the Democratic National Committee.

At the same meeting, the FCC granted two new local broadcast station applications, and authorized several increases in station power. The new grants are to Robert K. Herbst, Moorhead, Minn., for a new station to operate on 1310 kc., with 100 watts, full daytime and sharing night-time. Identical facilities were granted Roberts McNab Co., Jamestown, N. D., which will share with the new Moorhead station at night. The principals in the latter are R. B. McNab, Arthur L. Roberts and A. J. Breitbach.

KMO, Tacoma, Washington, was authorized to increase its power day and night from 250 watts to 1,000 watts. Daytime increases in power to 250 watts were given WTMV, St. Louis; KRND, Shreveport, La., and WJAC, Johnstown, Pa.

Philco Agrees to Revise Claims for Its Receivers

PHILCO Radio & Television Corp., Philadelphia, has agreed with the Federal Trade Commission that it will cease broadcasts, the effect of which is to imply to listeners "that the announcer has actually tuned in a designated foreign station; that the program heard is picked up from such foreign station and is being rebroadcast through the local station or network over which the announcer is speaking, or that the foreign station was originally picked up and a recording made therefrom, when such are not the facts."

According to the FTC, Philco broadcasts programs titled *Around the World With Boake Carter*, consisting of transcriptions in which Carter describes his visits to foreign countries, during which tuning in of foreign stations is simulated. Philco also agrees to cease such statements as "with the new Philco I can tune what I want when I want it", implying that foreign programs can be obtained with reasonable clarity regardless of atmospheric conditions or signal strength.

WOR in New England

PAUL A. BELAIRE, formerly sales representative of WBZ-WBZA, Boston-Springfield, has been named a New England representative of WOR, Newark, effective Nov. 1. The opening of a Boston office by WOR followed growth of the station's accounts interested in the New England market. Before joing WBZ-WBZA Mr. Belaire had been with WPRO, Providence, as salesman and later sales manager.

Prestone-Eveready Spots

NATIONAL CARBON Co., New York (Prestone anti-freeze) has begun its fall campaign on 115 stations, using station-break announcements until mid-January. During the week of Nov. 15, the same sponsor for Eveready B batteries will buy station-breaks also on 10 middle western stations. J. M. Mathes Inc., New York, handles the account.

Canada Dry Spots

CANADA DRY GINGER ALE Inc., New York (beverages) on Oct. 26 starts a series of one-minute RCA-Victor transcriptions, twice a day, six days a week, on WQAM, WDBO, WJAX, WFLA-WSUN, WFIL, WRC and a group of unselected New England stations. J. M. Mathes Inc., New York, has the account.

Corn Products on CBS

CORN PRODUCTS REFINING Co., New York, is negotiating for a quarter-hour program on CBS, Mondays, Wednesdays and Fridays, 1-1:15 p. m., starting date undetermined. Talent will include Ray Sinatra's orchestra, Morton Bowe and Mary Belle. E. W. Hellwig Co., New York, has the account.

Luden Station Breaks

LUDENS Inc., Reading, Pa. (cough drops) during the week of Nov. 9 will start a series of station-break announcements for 13 weeks on WCCO, WPTF, WKY, WISN. J. M. Mathes Inc., New York, is agency.

MORNING HOURS on WXYZ are

Valuable Business Builders

WXYZ discovered a long time ago that morning hours must be made valuable for manufacturers whose products require an exclusive women audience. Club News, Health Talks, Vocal and Piano Lessons, carefully selected Musical Features—Cooking lessons and Diet discussions, Beauty talks, Women's news, Hollywood features—all were consistently scheduled. Five years of consistent program appeal has brought success.

For instance: A Detroit baking company, sponsoring five quarter hours weekly, using a light drama series—advertising exclusively on WXYZ from 9:30 to 9:45—JUMPED SALES TO A VOLUME REQUIRING THE ADDITION OF SEVENTEEN TRUCKS! On their 1936 First Anniversary on this program, a Birthday Cake special was offered and 17,000 cakes were delivered.

Today, WXYZ is a leader in the Greater Detroit market: And dealers, (point of sale contacts) prefer WXYZ because they have had ample and satisfactory evidence that its audience responds to selling appeal.

Securing Retail and Wholesale Outlets

are a part of WXYZ's job, at no additional cost other than the standard rate for program time and talent.

Write us if you want help in the Greater Detroit Market.

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

Service
creates an audience
and brings advertising
Results

Twenty-seven advertisers signed contracts with WLS in September—a month's record of which we are justly proud. Six of these were yearly renewals of present contracts — seventeen were seasonal orders by regular WLS advertisers—ten were new, attracted to WLS by successes being made by other advertisers.

Proud as we are of this September sales record, we take greater pride in that it reflects a continued enlargement of the service and entertainment to mid-west homes which has been our aim since 1924, and which has built for WLS such tremendous listener loyalty, and—"Listener Loyalty Predicates Advertising Results."

●

Twenty-four food advertisers used time on WLS in September. Twenty of these have advertised over WLS before. This is a record number of food sponsors in one month.

●

A food distributor tested for a a week a program featuring "Pokey Martin", a tall-story teller, offered Pokey's mother's recipe book to mid-west listeners. Result—the advertiser signed a year's contract.

●

WLS broadcast twenty-eight hours of educational and service programs during September. Over seventy executives, professional men and women, farm experts, political and civic leaders spoke. Favorable response proves WLS service is appreciated.

KNOW
WLS
50,000 Watts

THE PRAIRIE FARMER STATION
CHICAGO

BURRIDGE D. BUTLER Pres. **GLENN SNYDER Mgr.**

National Representatives John Blair & Co.

Dr. Pepper Co. Renews Program on 20 Stations

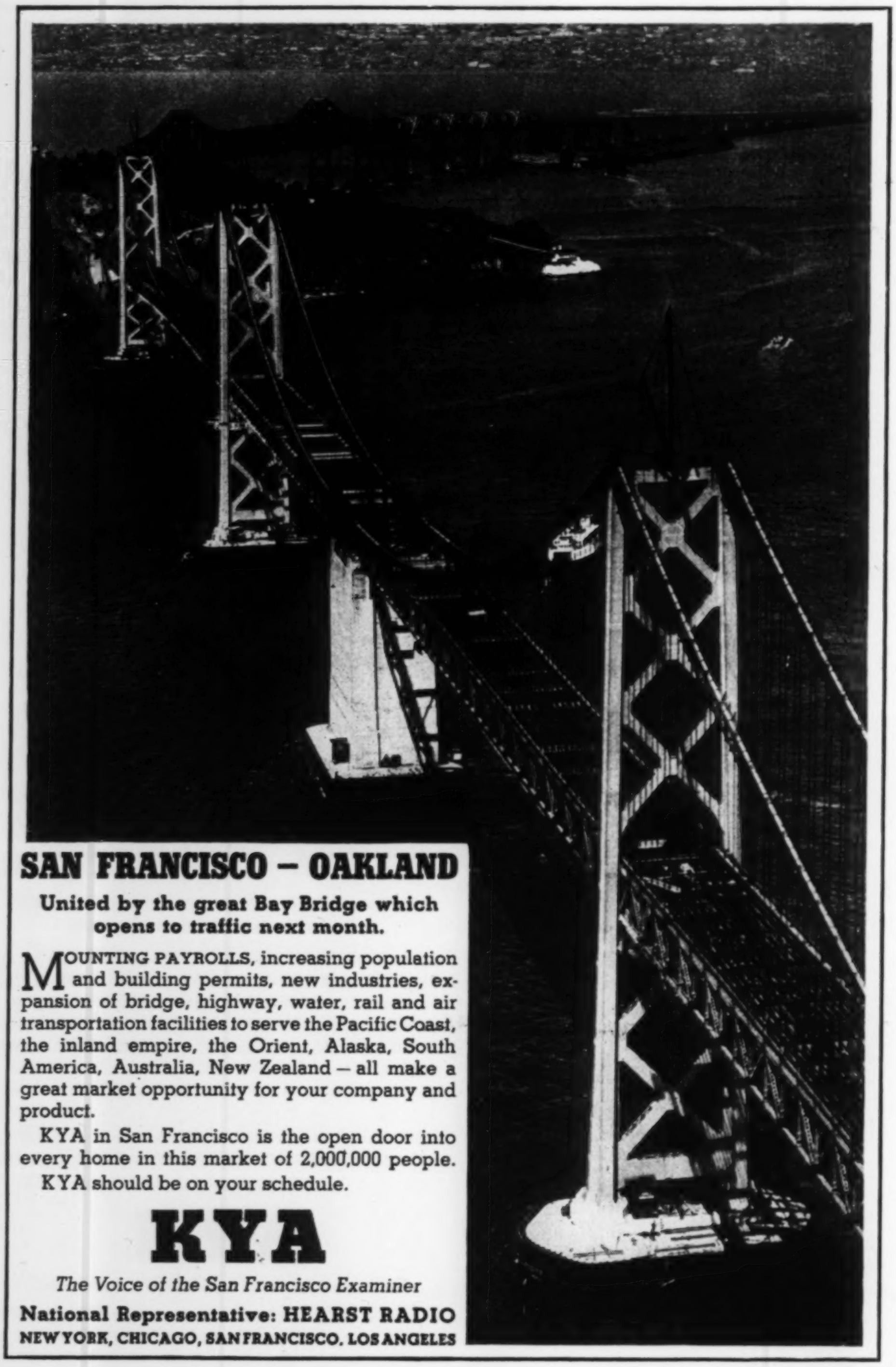
RENEWAL of the *Pepper Upper* program over a special Sunday hookup of 20 Southern radio stations, under the sponsorship of the Dr. Pepper Co., Dallas (soft drinks), was announced Sept. 30 by Tracy-Locke-Dawson Inc., Dallas agency. The show, which began using the expanded network last April after a full year of testing on the Texas Quality Network, will run for 26 more weeks through March, 1937. Expansion of the network kept pace with the opening of new markets by the sponsor.

The program goes on the air Sundays at 5:30 p. m. (CST) and takes advantage of the "curtain raiser" aspects of the usual Sunday night list of big-time programs on the network. Since the opening of the Texas Centennial it has been broadcast from the grounds before audiences of about 3,500. Starring *Sugah and Her Boy Friends, Roy & Jimmy* and the *Pepper Upper Trio*, the show also has had as guest artists the many celebrities visiting the Centennial. It is produced by Alex Keese and Tex Brewster.

AN APPROPRIATION of $5,000 to finance experimental radio programs on WNYC, New York municipal station, was asked of New York's board of education by Dr. Joseph M. Sheehan, associate superintendent of schools.

Budget for Politics

THAT the Republican National Committee's "public relations" budget has been fixed at $1,750,000 for the current campaign, was disclosed Oct. 6 by Henry Fletcher, committee counsel, in announcing in Washington that the G.O.P. expenditures in the campaign would run $8,636,000. The public relations division is the one headed by Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency, and embraces radio, billboards, etc. It is believed expenditures for radio time, at first calculated at running to $1,000,000, will not reach that amount this year, although they will exceed the 1932 G.O.P. total of $500,000.



SAN FRANCISCO – OAKLAND

United by the great Bay Bridge which opens to traffic next month.

MOUNTING PAYROLLS, increasing population and building permits, new industries, expansion of bridge, highway, water, rail and air transportation facilities to serve the Pacific Coast, the inland empire, the Orient, Alaska, South America, Australia, New Zealand – all make a great market opportunity for your company and product.

KYA in San Francisco is the open door into every home in this market of 2,000,000 people.

KYA should be on your schedule.

KYA

The Voice of the San Francisco Examiner

National Representative: HEARST RADIO

NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES

Rail Group Advises Radios in All Cars

Central Systems for Limiteds Drawn Up by Technicians

CENTRALIZED radio systems on de luxe passenger trains and radio pillows so individuals can listen to programs in their seats and berths were recommended to the Association of American Railroads by its telegraph and telephone section, a group of communications officials of leading railways, at its annual meeting in Washington Oct. 8.

Exemplifying the increasing interest of railroads in broadcasting reception to entertain passengers, the group outlined the technical needs for radio receiving sets on trains and recommended the use of equipment, especially designed to stand the jars of rail travel. The systems would be located in a compartment, baggage car or other suitable car under the supervision of an operator and the output of the receiver could be distributed through a train line to the various cars.

Pillows That Talk

FOR THE individual receiving sets it was proposed that "radio pillows" be used in the sleeping and chair cars so reception could be confined to the individuals and not disturb surrounding passengers. The radio pillows would consist of a plug connected to a high-quality speaker mounted within a sponge rubber pillow and covered with the usual linen pillow slip. The radio pillows would be individually wired and provided with volume controls. is was suggested.

The centralized system for the deluxe passenger trains, it was recommended, should also be supplemented with apparatus for the playing of phonograph records when radio reception is poor and for announcements if desired. The system would be used to operate both the individual radio pillows and the loud speakers in the various cars, while the report also recommended small cabinet loud speaker units in the drawing rooms and compartments of sleeping cars.

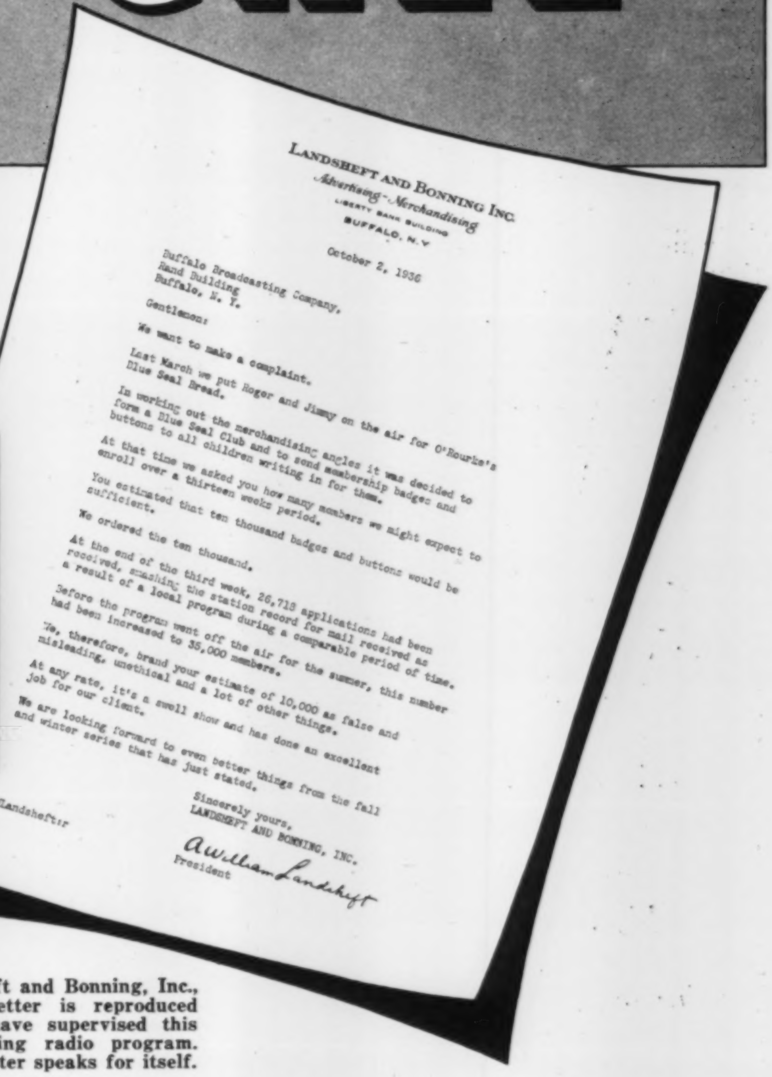
Consulting members of the committee were W. H. Arkenburgh, General Electric Co.; A. L. Budlong, American Radio Relay League; C. A. Davis, Graybar Electric Co.; S. W. Goulden, RCA; B. Lazich, Union Switch & Signal Co.; D. G. Little, Westinghouse E. & M. Co.; Elam Miller, A. T. & T.

KGKO, Ft. Worth, Move Leads to New Application

WITH KGKO, Wichita Falls, Tex., recently authorized by the FCC to move into Fort Worth, where it will be operated as an NBC-Blue outlet, a newly formed company called the West Texas Broadcasting Co. applied to the FCC Oct. 7 for a construction permit for a new station in Wichita Falls to operate with 1,000 watts full time on 1380 kc. Stockholders in the new company are J. H. Allison, Rhea Howard and B. D. Dennell, who are also officers and directors of the *Wichita Falls Times & Record-News*. KGKO was sold to Amon Carter, publisher of the *Fort Worth Star-Telegram* and owner of WBAP, Fort Worth.

ROLL CALL
at B. B. C.

Roger Baker, ace sports commentator, and Dickie Wanamaker, talented and experienced child artist, are the principals in Roger and Jimmy — one of the most successful shows of its kind on the air.



LANDSHEFT AND BONNING INC.
Advertising - Merchandising
LIBERTY BANK BUILDING
BUFFALO, N.Y.

October 2, 1936

Buffalo Broadcasting Company,
Rand Building
Buffalo, N. Y.

Gentlemen:

We want to make a complaint.

Last March we put Roger and Jimmy on the air for O'Rourke's Blue Seal Bread.

In working out the merchandising angles it was decided to form a Blue Seal Club and to send membership badges and buttons to all children writing in for them.

At that time we asked you how many members we might expect to enroll over a thirteen weeks period.

You estimated that ten thousand badges and buttons would be sufficient.

We ordered the ten thousand.

At the end of the third week, 26,718 applications had been received, smashing the station record for mail received as a result of a local program during a comparable period of time.

Before the program went off the air for the summer, this number had been increased to 35,000 members.

We, therefore, brand your estimate of 10,000 as false and misleading, unethical and a lot of other things.

At any rate, it's a swell show and has done an excellent job for our client.

We are looking forward to even better things from the fall and winter series that has just stated.

Sincerely yours,
LANDSHEFT AND BONNING, INC.
A William Landsheft
President

AWLandsheft:r

Landsheft and Bonning, Inc., whose letter is reproduced above, have supervised this outstanding radio program. Their letter speaks for itself.

Thirty-five thousand children enrolled in a thirteen weeks period.

Twenty-six thousand enrolled in a *three weeks period.*

Thirty-five thousand boosters for a new and *different* program.

Thirty-five thousand salesmen for O'Rourke's Blue Seal Bread.

An enormous listening audience established by a local station using local talent and competing with the best the networks have to offer.

Landsheft and Bonning, Inc., advertising agency for the O'Rourke Baking Company, have learned from their experience with this and other successful radio shows over the same station that B. B. C. delivers a buying radio audience.

Here is an organization producing "network programs" over a local station and delivering "network" results to their clients.

The same organization and the same facilities are ready to do a "local network" job for you.

WGR ***. . . The Ends of the Dial . . .*** **WKBW**

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Sleininger, Inc.

Bunte Brothers Books Spots and Michigan Net

BUNTE BROTHERS, Chicago (Tango candy bars), on Oct. 5 started an announcement campaign, using from three to six announcements weekly in the evening on the following stations: WSB, WAPI, WCHS, WBT, WMC, KOMA, KVOO, WCKY, WFAA, WBAP, WGBF, KMBC, WIRE, WSM, WOW, WMBD, WCAE, KWK, WIBW, KFH, WOAI, KFYR, WMT, WGAR, WHO, WEBC, WOWO, WTMJ, WHAM, WGY, WTCN, WSPD, WNAX. The daily temperature report announcements which have been used all summer on WBBM are being continued. WQAM will be added after Jan. 1, 1937.

Bunte Brothers also started a junior variety show on the Michigan Network, Oct. 13, Tuesday thru Friday, 5-5:15 p. m., using artists from 16 to 20 years old. Agency: Fred A. Robbins Inc., Chicago.

PROFITING FROM ELECTIONS

WRO K Has Local Electric Utility as Sponsor for Daily Presidential Straw Ballot

CASHING in on the coming election, not only in a financial way, but also in garnering new listeners, WROK, Rockford, Ill., has started the *WROK Ballot Box*, sponsored by Central Illinois Electric & Gas Co. The program is built from results of a survey which covers 100 homes daily in Rockford and the surrounding territory.

Totals are broadcast nightly and a recapitulation is given at the end of the program, indicating the totals in the balloting up to date. Listeners are invited to keep charts and a running record of the results for themselves. Most of them do, as politics is a very serious business in this part of the country.

According to Donald McClure, president of the Central Illinois Electric & Gas Co., the program is an outstanding success, not only in building goodwill for the company, but in actually selling the three services which it advertises—a furnace gas-burning attachment, gas ranges and their "Better Light—Better Sight" campaign.

Three commercials, one for each product, are included in the program, by the same voice handling the feature. All commercials are worked carefully into the continuity in such a manner that the selling is done before the listener realizes he has been subject to a commercial announcement.

KXOK will be the call letters of the new 1,000-watt station on 1250 kc. which the FCC recently authorized the *St. Louis Times-Star* to construct.

Democrats Forget Ban on KFI-KECA

Communist Issue Heard Again; Air Crowded With Politics

LIFTING of the Democratic National Committee ban against KFI and KECA, Earle C. Anthony stations in Los Angeles, even before it was to have become effective early this month, was ordered after an eleventh-hour reconsideration of the issues by party leaders. The Committee, after a discussion with White House attaches last month, had decided to bar commercial political programs over these stations because Mr. Anthony had declared to accept last *Fireside Chat* of President Roosevelt on Sept. 6 as a sustaining program.

Orders had gone out that the Oct. 1 campaign address of the President, presented over both NBC-Red and CBS networks, should not include KFI or KECA. During the afternoon of Oct. 1, however, the matter was taken up with Democratic headquarters by NBC Vice President Frank M. Russell. It is understood, he pointed out, that KFI since the *Fireside Chat* had taken two sustaining programs by the President and that it did not propose to reject such sustaining features. The indication was that the Anthony stations would not be excluded from future Democratic campaign addresses. Moreover, it is understood that Democratic organizations in Southern California had petitioned headquarters to use KFI.

This development was the only one of real importance during the fortnight, even though politics literally swarmed over the ether. There were still mild revivals of the Communist issue, and the FCC on Oct. 10 made public letters to complainants over the refusal of WCAE, Pittsburgh, to carry a speech by Earl Browder, Communist presidential candidate, fed by NBC last Aug. 28.

In answering each of two letters, which claimed that "other offenses are being committed", the FCC brought out it had no jurisdiction over criminal offenses, and suggested that the complainants take up the matter with the U. S. attorney in their districts.

WBOW, Terre Haute, Ind., had to do some fast thinking in connection with Communist Browder's scheduled address over the station late last month. Arrested by Terre Haute police, Browder's attorney was permitted to deliver the candidate's speech over the station, and this was followed by an address by an executive of the American Legion, so that both sides of the issue were presented. It was at the request of the Legion and of the Chamber of Commerce that Browder's attorney was permitted to talk. W. W. Behrman, manager of WBOW, decided to preface the Browder speech with a brief statement of the policy of the station.

The KFI-Democratic situation precipitated something of a furore when NBC fed to KHJ, Don Lee-CBS outlet in Los Angeles, the President's speech from Syracuse late last month, without KFI's consent. This, KFI contended, abrogated the NBC contract to provide it exclusively with Red network service in Los Angeles. The situation was healed by long-distance conversations between Mr. Anthony, Harrison Holliway, KFI-KECA manager and NBC and Democratic committee officials.

Tony was a showman

but . . .

he was short on power!

YOU HAVE to hand it to the organ grinder on one count. He put up a good show. But he just naturally couldn't reach many people at a time. Consequently Jocko's cup never ran over.

It's the same way with radio. Showmanship must be coupled with plenty of power to do a real advertising job. And that is what WSM delivers—50,000 cleared channel watts to reach out to the audience you want, coupled with the inimitable WSM showmanship which makes that audience eager to listen to what you have to say, to buy what you have to sell.

Incidentally, WSM's showmanship and power offers you entry into the Nation's fastest growing section.

WSM

SHOWMANSHIP AND POWER

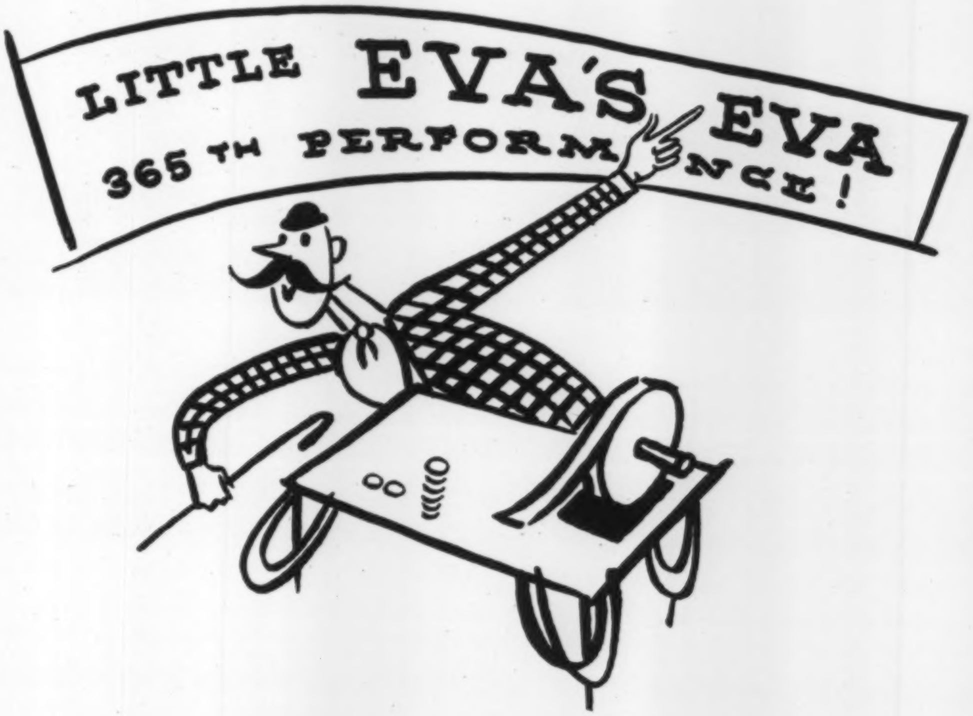
National Representatives
Edward Petry & Co.

50,000 WATTS

NASHVILLE, TENNESSEE

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.



New York is Not a One Night Stand

Sooner or later, the sales managers and merchandise managers and space-time buyers of this fair land will get it through their heads that they must ring up more than one curtain on the market which WOR serves. Most advertisers would sneer serenely at the thought of making a dent in Greater New York and Philadelphia with a campaign concentrated in one newspaper, or one magazine. Yet, they lean blithely on one outlet of a national hookup to perform a task which can be done in the most highly efficient and economical manner only when supplemented by WOR.

WOR

New Station Calls

CALL letter assignments to the various new stations recently authorized for construction by the FCC [BROADCASTING, Oct. 1] have been made by the FCC License Division as follows: KXOK, St. Louis; KWOS, Jefferson City, Mo.; KSJS, Salina, Kan.; WNNY, Watertown, N. Y.; KSUB, Cedar City, Utah; KGSS, Sioux Falls, S. D.; KOAM, Pittsburg, Kan.; WHIP, Hammond, Ind.; WAIR, Winston-Salem, S. C.; WBJW, Kinston, N. C.; WDRB, Wausau, Wis.; WBHP, Huntsville, Ala.

Professor Vallee

NOW it's Professor Vallee, Rudy's newest title, bestowed by Suffolk Law School, Boston, which in February will give a course in radio broadcasting stressing advertising showmanship. Vallee and Dean Gleason L. Archer, of the school, are personal friends and Archer tutored Rudy while he was conducting a law series on NBC.

March of Time Back

THE *March of Time* will return to the air Thursday, Oct. 15, 10:30-11 p. m., on 41 CBS stations under the sponsorship of Time Inc., New York (*Time* magazine and its new picture magazine), the program reverting to its original once weekly halfhour period. Time Inc. is expected to use the program to promote the new picture magazine, scheduled to make its debut late this fall. Batten, Barton, Durstine & Osborn Inc., New York, will continue to handle the account.

Music Especially For Radio Sought

CBS Commissions Composers To Write Special Numbers

CBS has commissioned six distinguished American composers to write music especially for radio. William S. Paley, CBS president, announced Oct. 3 that Aaron Copland, Louis Gruenberg, Howard Hanson, Roy Harris, Walter Piston and William Grant Still have accepted the first Columbia composers' commission, designed to encourage writers of serious music to utilize the possibilities of the microphone and the loud speaker.

The subject has long been discussed at NAB conventions, the NAB at present maintaining a copyright bureau engaged in compilation of public domain music as part of its program.

Deems Taylor, recently named consultant on music for CBS, said: "A radio network today reaches the greatest music audience in history. The microphone allows the composer to produce orchestral effects that would be impossible in the concert hall. The audience for American music has grown tremendously in the past few years and we feel that this commission will offer that audience an opportunity to realize the extent to which radio has made new instrumental effects and tone colors possible.

Time the Only Limit

"THE commissioned works may be in any form, the only restriction placed upon the composers being that we have suggested time limits suitable to broadcasting. Thus, if the composer elects to write a symphony, a cantata, or an opera, it is not to exceed 40 minutes in length; if a suite or concerto, its maximum length will be 22 minutes; if a work in one movement, between eight and fourteen minutes.

"We thought at first of holding a contest but we finally decided to commission certain composers outright. We did this for two reasons. First, because it is difficult to induce talented and successful men to take part in a contest in which they run the risk of having nothing for their pains, but experience; second, because we feel that the reputations and past achievements of the men we have selected are a guarantee that we shall be able to offer the public six works that we can be proud of having sponsored."

The composers were chosen by a committee of the CBS program department, with Mr. Taylor as advisor. The works are to be finished by June 1, 1937, and will be performed by the Columbia Symphony Orchestra, probably conducted by Howard Barlow, during the summer of next year. They are to be written for the usual radio concert orchestra and their creators will be entitled to all income from publication and performance rights.

A broadcast will be announced shortly by the Columbia network in which the orchestra will demonstrate old and new ways of scoring, and indicate the ways in which radio has enriched orchestral color.

WHEN Amos 'n' Andy returned to Chicago Oct. 5 from Hollywood, Bill Hay rejoined the program as announcer.

The CAROLINAS present
a Combination Market.......... here
is the combination to open it.

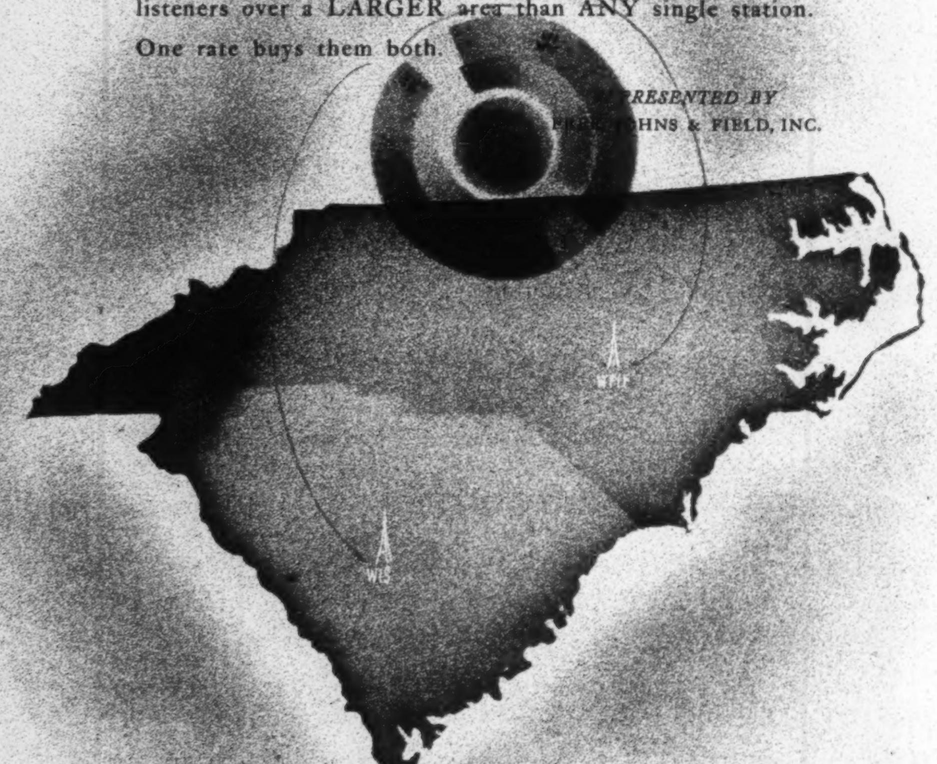
WIS
COLUMBIA, S.C.

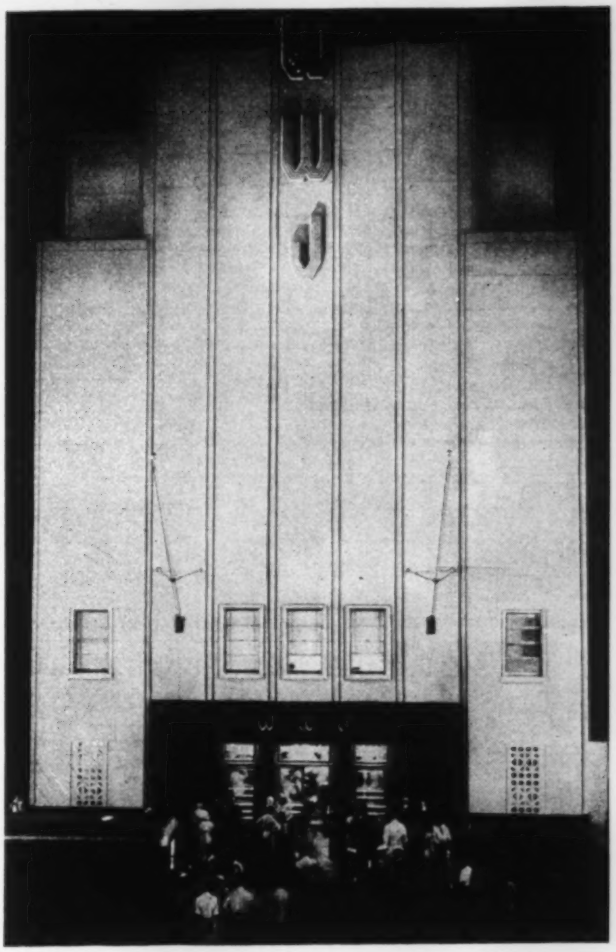
WPTF
RALEIGH, N.C.

A "COMPETITIVE" COMBINATION RATE

From the capital cities of their respective states, these two NBC 5000-watt stations afford BETTER service to MORE listeners over a LARGER area than ANY single station. One rate buys them both.

REPRESENTED BY
FREE, JOHNS & FIELD, INC.





America's Oldest Radio Broadcasting Station

Setting New Records in Listener Interest in Detroit Market

Now, more than ever, WWJ is FIRST in listener interest in America's fourth market. With a series of programs that made history WWJ dedicated its splendid new facilities, unsurpassed in America. Programs that originated in WWJ's new studios reached a nationwide audience and won unique praise from America's best citizens.

The outpouring of congratulatory letters from old Detroit listeners reaffirmed WWJ's claim of being the HOME radio station of America's fourth market—the station to which most sets of Detroit have been tuned these last 16 years.

Advertisers wishing to reach the most worthwhile audience of Detroit will consider Detroit's overwhelming listening preference for WWJ's commentators and programs as proved by every survey ever made.

WWJ

CKLW Is Denied Right To Pickup Pro Football

FOLLOWING objections filed by James F. Hopkins, manager of WJBK, Detroit, the FCC on Oct. 9 denied CKLW, Windsor-Detroit the temporary authority it sought to broadcast the football games of the Detroit Lions, professional champions, Sundays throughout the season starting Oct. 11. Mr. Hopkins, who has a contract to carry the games, objected to their additional broadcasts by a Canadian station. The Canadian station had to secure permission of the FCC under the rules requiring special permission to relay wire programs to Canada, which permission CKLW had previously secured for Mutual Network programs. Special local authority had to be sought and George A. Richards, chief owner of WJR, Detroit, who also owns the Detroit football club but whose station does not carry its games, made the application.

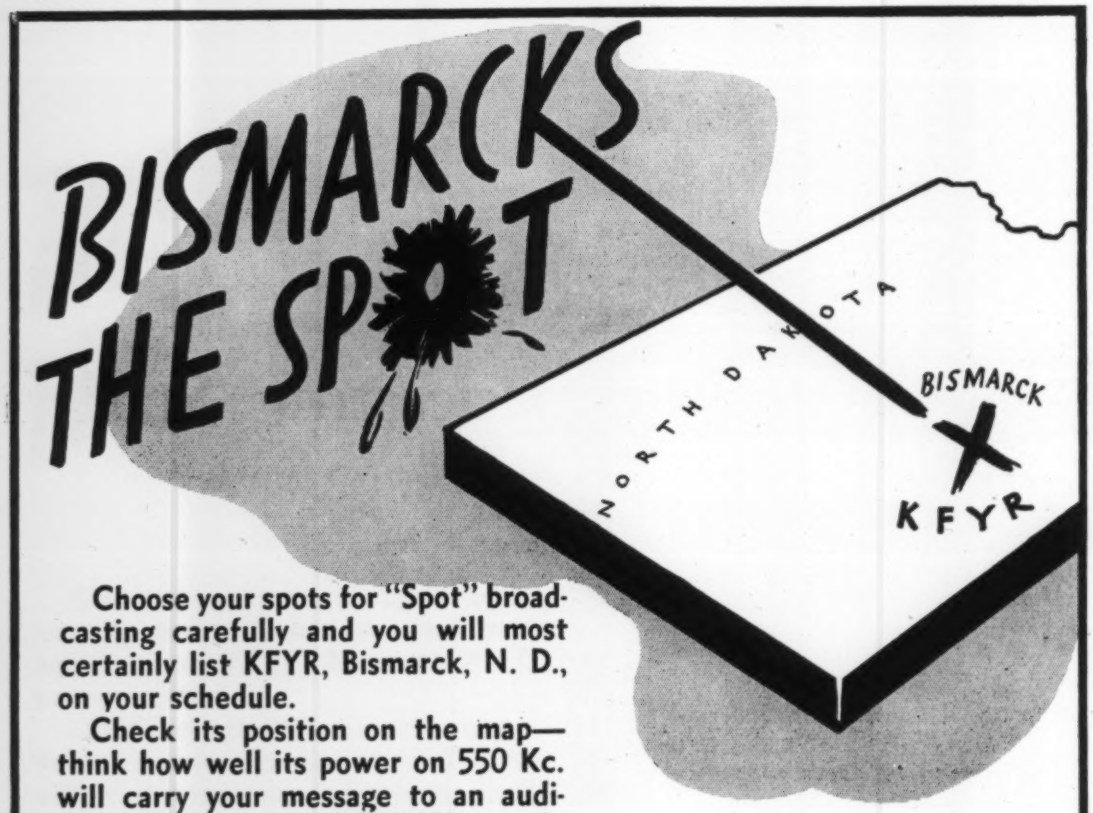
WARBLERS ALL
Bird Food Sponsor Launches Seventh Year Series

AMERICAN BIRD PRODUCTS Co., Chicago (American 3 Vees bird seed, song food, etc.), on Oct. 4 began its seventh year of broadcasting by launching quarter-hour Sunday morning series on WGN, Chicago, WTCN, Minneapolis, and WHO, Des Moines. Talent in each program series is a chorus of a dozen or more canaries, who sing to an organ accompaniment. Martha Schwartz, of Weston-Barnett Inc., Chicago agency placing the advertising, said that many of the birds have been broadcasting steadily during the entire seven years, with the exception of the annual layoffs during the summer moulting season. Whenever the sponsoring company, which deals in birds as well as in seeds, foods, cuttlebone, gravel and other bird supplies, acquires an unusually good singer, he is placed under the training of the older birds until he is ready to join in the broadcasts as a full-fledged "American Radio Warbler". During the week the birds are on display at one of the stores handling the products of their sponsor, accompanied by a bird counsellor who advises the store's patrons about the care of their own birds.

A two-day feeding supply of American 3 Vees Balanced Diet, including both bird seed and a song food containing cod liver oil and irradiated yeast, is offered on the program free to any listener on request. Window posters advertising the program have been sent to all dealers.

40 Fathom to Use Spots

BAY STATE FISHING Co., Boston (40 Fathom Fillets) will launch a 20-week one-minute spot announcement campaign, twice weekly, on 25 stations during the week of Oct. 19. Discs were cut by RCA-Victor and placed through Spot Broadcasting Inc., New York, for Bay State's advertising agents, Street & Finney Inc., New York



Choose your spots for "Spot" broadcasting carefully and you will most certainly list KFYR, Bismarck, N. D., on your schedule.

Check its position on the map—think how well its power on 550 Kc. will carry your message to an audience of more than 2,000,000 people in North and South Dakota, Nebraska, Montana, Wyoming, Minnesota and a part of Canada.

It's wasteful to spend more to reach this audience—but it's more wasteful to ignore it.

NBC
5000 Watts Day
1000 Watts Night
550 Kc.

BISMARCK KFYR N. DAKOTA

West Coast Agency Group Sets Plans
Radio to Be Discussed During Second Annual Convention

RADIO and advertising representatives from all parts of the West Coast as well as many from eastern cities, will attend the second annual Pacific Coast convention of the American Association of Advertising Agencies to be held at Del Monte, Cal., Oct. 29-30.

Following last year's procedure, all sessions of the convention will be invitational, informal and unrecorded. First day business sessions will be for members and agency guests only. Members and all guests will be admitted on the second day. Changing external factors affecting agencies and their work, will be discussed at closed sessions. Phases of agency activities which reflect changing conditions and new opportunities will be studied. The dynamic side of the problems of advertising, with no thought in mind that the essentials of agency practice are changing, will be stressed throughout the two-day convention.

Radio and Hollywood

JOHN BENSON, president of the AAAA, New York City, and Paul Cornell, of Geyer, Cornell & Newell Inc., that city, who is chairman of the AAAA board, will attend the convention and be among the principal speakers. With them will be several other eastern advertising executives. Radio is to be one of the subjects to be discussed at the closed sessions.

Others scheduled to speak during the conclave include Joseph Sinel, New York industrial engineer, whose subject is "The Public Eye", and Prof. James W. Young of the University of Chicago, on "The Technique of Producing Ideas".

Douglas G. McPhee, San Francisco business writer, is convention executive in charge of arrangements for the conclave. Committee on program headed by Dan B. Miner, head of Dan B. Miner Co., Los Angeles agency, and chairman of the Southern California Chapter of the AAAA, includes Joseph R. Gerber of Gerber & Crossley Inc., Portland agency, and chairman of Oregon Chapter; Burt Cochran of McCann-Erickson Inc., Seattle, who is also chairman of the Washington Chapter, and Ed Pitts of J. Walter Thompson Co., San Francisco. Gerber and Cochran will preside as chairmen over the sessions.

Tom F. Harrington, manager of the Hollywood offices of Young & Rubicam Inc., is to be one of the principal speakers at the closed sessions, having for his subject "Radio Goes Hollywood". Although the complete program has not been announced, it is expected that other speakers will include radio in their talks during the convention.

NBC has mailed to 5,000 advertisers, agencies, clients and prospects the second booklet in its direct mail campaign for the Blue network, titled *Great . . . And Growing Greater.* The booklet reviews improved facilities of the Blue, outstanding programs and talent, and citations of unusual sales results.

XUM

STRICTLY CONFIDENTIAL!

HERE is a hot tip for alert national agencies and advertisers. It may mean a lot of dollars to you so we hope that you will keep it under your hat. Don't whisper it to another living soul who may be scouting around for a big market for his product.

BUFFALO'S 150,000 families — right at this very moment — are getting ready to buy millions of dollars' worth of automobiles, household appliances, cosmetics, clothing, canned goods, furs, shoes — in fact, all the necessities and many of the luxuries of life. Unless you tell them — now — about your car they may go out tomorrow and buy some other make. If you do not call their attention — through WBNY — to the quality and merit of your product, they may, and probably will, spend their money on "something just as good."

STATION WBNY can put your story across quickly and effectively not only in the city of Buffalo but throughout the populous Western New York area of more than 2,000,000 men, women and children. This comprises one of the best markets in the entire United States — a market that has been neglected altogether too long by many agencies and advertisers who have failed to study its possibilities. It is a natural for you now because the depression is a thing of the past and the entire area is enjoying the exhilarating air of genuine prosperity.

LIKE Chicago, Detroit, Cleveland and every other city on the Great Lakes, Buffalo and its environs have a large cosmopolitan population. Keen, far-sighted advertisers recently discovered these thrifty racial groups. The best way to reach them in Western New York is through the daily Polish, German and Italian programs broadcast by Station WBNY.

WBNY

Owned and Operated by Roy L. Albertson

Studios — 485 Main Street

BUFFALO

Telephone Cleveland 3365

National Representatives

WESTON, FRYKMAN & ALLEN

509 Madison Avenue, New York City

520 N. Michigan Avenue, Chicago

122 S. Benton Way, Los Angeles

Newspaper Groups Expanding Activities in Broadcast Field

Scripps-Howard Buys Memphis Commercial Appeal And With It Acquires Both WMC and WNBR

THAT newspaper groups, second only to the national networks, are expanding their ownership or control of radio stations, was emphasized again during the last fortnight with the acquisition by the Scripps-Howard interests of two more radio stations along with their purchase on Oct. 5 of the *Memphis Commercial Appeal.*

In buying the newspaper and adding it as the 24th in their chain, the Scripps-Howard group also will take over WMC, a 1,000-watt night and 5,000-watt day station on 780 kc., and WNBR, which has 500 watts night and 1,000 watts day on 1430 kc. WMC is an NBC outlet and WNBR is an independent only recently acquired by the newspaper. WNBR is scheduled to go on the NBC-Blue network when it begins its contemplated expansion southward.

The purchase price of the stations was not disclosed, being part of the unstated price of the newspaper. Scripps-Howard already publishes the *Memphis News-Scimitar,* an afternoon daily, and thus adds a morning paper to its chain. The newspaper organization itself purchased the stations along with the newspaper, whereas the other two stations identified with Scripps-Howard — WNOX, Knoxville, and WCPO, Cincinnati — are owned by Continental Radio Corp., a subsidiary of the E. W. Scripps Co. The latter company, however, is a major stockholder in the Scripps-Howard newspapers.

Scripps-Howard slightly more than a year ago [BROADCASTING, Sept. 15, 1935] indicated its intention of invading the radio field with its purchase of WCPO, a local, and with the establishment of Continental. Karl Bickel, former president of the United Press, was named president of Continental, and James C. Hanrahan, formerly with the *Des Moines Register & Tribune* stations, vice president. On Oct. 1, Mr. Hanrahan was sent to New York to handle radio activities for the newspaper chain as a whole, while Jack Howard, son of Roy Howard, chairman of the Scripps-Howard executive committee, was sent to Washington as its representative.

Mr. Bickel sailed for Europe in latter September and it is understood that the Memphis negotiations were handled by other executives of the newspaper chain, with Mr. Hanrahan advising on the radio details. The transfer of the two stations is subject to FCC approval. It is indicated by the Scripps-Howard organization that no changes in the radio staffs are contemplated, and that Henry Slavick, for many years manager of WMC, will continue in that capacity over both stations.

With NBC owning or managing under lease 15 stations and CBS 10, the next largest group owner of stations is Hearst Radio Inc., subsidiary of the Hearst newspaper enterprises, which now own 10 stations outright, most of them acquired by purchase during the last year. These are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee; KYA, San Francisco; KEHE, Los Angeles; KOMA, Oklahoma City; WACO, Waco; KNOW, Austin; KTSA, San Antonio — the latter four purchased last spring from the now defunct Southwest Broadcasting System and their transfer of ownership recently authorized by the FCC.

The next largest newspaper group holding is the Mason-Dixon Group, owned by the Steinman brothers, publishers of the *Lancaster* (Pa.) *New Era* and *Intelligencer Journal,* with six. These are WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton, all in Pennsylvania, and WDEL and WILM, Wilmington.

The McClatchy Newspapers of California own KFBK, Sacramento; KERN, Bakersfield; KMJ, Fresno; KWG, Stockton, and KOH, Reno, Nev.

The Gannett Newspapers, another big chain, own WHTH, Hartford, and have partial interests in WHEC, Rochester; WOKO and WABY, Albany, and WHDL, Olean, N. Y. This group also operates WESG, Elmira, N. Y.. under lease from Cornell and has various applications pending before the FCC for additional radio stations.

The *Des Moines Register & Tribune* owns KSO and KRNT in Des Moines and WMT, Cedar Rapids, Ia., while the *Cleveland Plain Dealer* owns WHK and WJAY, Cleveland, and WHKC, Columbus, and has 40% interest in WKBN, Youngstown. The *Lincoln* (Neb.) *State Journal* and *Star* have minority interests in KOIL, Omaha, and KFAB and KFOR, Lincoln. The *Buffalo News* owns WBEN and WEBR in that city.

Western Groups

THE PUBLISHERS of the *Oklahoma City Daily Oklahoman* own WKY, Oklahoma City, and KLZ, Denver, and recently formed a corporation to purchase KVOR, Colorado Springs. The Capper Publications own WIBW, Topeka, and WLBF, Kansas City, Kan. The *Fort Worth Star-Telegram* owns WBAP, Fort Worth, and in September was authorized to move its recently purchased KGKO, Wichita Falls, into Fort Worth. The *Portland Oregonian* owns KGW, Portland, and operates KEX in the same city under lease from NBC, while the *Portland Oregon Journal's* management has a minority interest in both KOIN and KALE in the same city. The *Shreveport* (La.) *Times* owns KWKH and KTBS in that city; the *South Bend* (Ind.) *Tribune* owns WSBT and WFAM in that city, and former Gov. James Cox owns WHIO, affiliated with his *Dayton News* and WIOD, affiliated with his *Miami News.*

The Jesse Jones publishing interests own KPRC, of the Houston Post, KTRH, of the *Houston Chronicle,* and KXYZ of the *Houston Post* and *Chronicle.*

Morgan Murphy, publisher of the *Superior* (Wis.) *Telegram,* is one of the chief owners of WEBC, Duluth; WMFG, Hibbing, and WHLB, Virginia, all in Minnesota, and another of his newspapers, the *Lafayette* (La.) *Advertiser,* is half owner of KVOL in that city. Mr. Murphy is also interested in WEAU, new station recently authorized by the FCC for Eau Claire, Wis.

The foregoing are the chief group figures among newspaper owned or controlled or corporately affiliated radio stations, which now number approximately 185. Among the many new station grants during the last year, newspapers figured prominently although in most cases individually. Among newspaper owners, either of new stations granted during the last six months or purchased, are the following:

KOY, Phoenix, Ariz., under purchase option to the publisher of the *Prairie Farmer,* operator of WLS, Chicago; KYOS, Merced, Cal., owned by the *Merced Sun-Star;* KHUB, Watsonville, Cal., owned by the *Watsonville Pajaronian & Register,* new station under construction; KGLO, Mason City, Ia., owned by *Mason City Globe-Gazette,* new station authorized for construction but delayed by litigation; KLAH, Carlsbad, N. M., newly authorized station affiliated through interlocking ownership with the *Pecos City* (Tex.) *Enterprise,* which also owns KIUM, Pecos; KAST, Astoria, Ore., under purchase option to the *Astorian Budget;* KBST, Big Spring, Tex. owned by *Big Spring Herald;* KPLT, Paris, Tex., authorized for construction by *Paris News;* KRBC, Abilene, Tex., owned by *Abilene Reporter-News,* whose part owners also have an interest in KGKL, San Angelo, Tex.; KRRV, Sherman, Tex., authorized for construction by the *Sherman Democrat;* KTEM, Temple, Tex., authorized for construction by the *Temple Telegram*; WBLK, Clarksburg, W. Va., authorized for construction by the *Clarksburg Exponent;* KDNC, authorized for construction by the *Lewiston* (Mont.) *Democrat;* WSGN, Birmingham, recently purchased by the *Birmington News.*

In addition, the FCC in latter September authorized the *St. Louis Times-Star* to erect a new station there, which will be known as KXOK; granted the *Jefferson City* (Mo.) *Tribune* a construction permit for a new station (KWOS); granted the *Salina* (Kan.) *Journal* a construction permit for a new station (KSJS); granted the Hammond-Calumet Broadcasting Corp., operators of WWAE, Hammond, Ind., in which the publisher of the *Lake County Times* has an interest, a construction permit for a new station in that city (WHIP).

Not for the Ether

WHEN two other New York stations early this month sought to install microphones in a Bronx County courtroom to cover the murder trial of an unwed mother accused of killing her baby, strong objections were raised by a third station—WBNX—which wrote to the appellate judge deploring "such sensationalism" as inimical to radio as well as the public service. The judge denied permission to broadcast, at the same time applauding the action of WBNX.

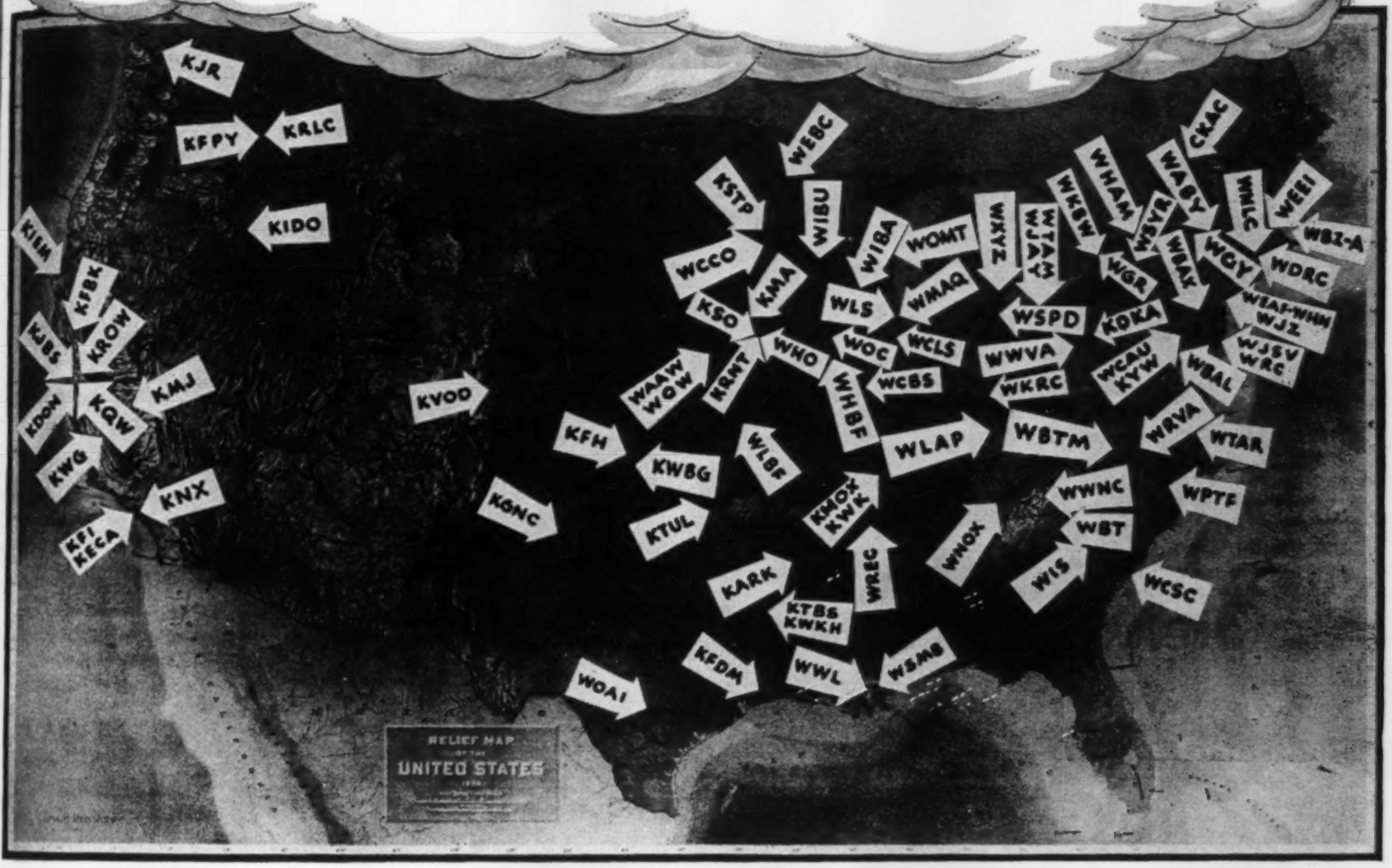
KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS

CONFIDENCE
in advertising messages broadcast by KSD has resulted from a carefully planned censorship policy. KSD has always guarded against the use of its facilities by the unworthy.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.

Station KSD—St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST. LOUIS, MO.
FREE & SLEININGER, Inc., National Advertising Representative
New York Chicago Detroit San Francisco Los Angeles

DOMINANT STATIONS BUY U. P. NEWS


KJR
KFPY
KRLC
KIDO
KIEM
KFBK
KROW
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KVOD
KGNC
KFH
KWBG
KTUL
WAAW WOW
KRNT
WLBF
KSTP
WEBC
WCCO
KMA
KSO
WIBU
WIBA
WOMT
WLS
WMAQ
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WCBS
WHBF
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KMOX KWK
WREC
KARK
KTBS KWKH
KFDM
WOAI
WWL
WSMB
WXYZ
WTAM WJAY
WKBW
WHAM
WSPD
WGR
WSYR
WBAX
WABY
CKAC
WNLC
WEEI
WBZ-A
WGY
WDRC
WEAF-WHN WJZ
KDKA
WWVA
WKRC
WCAU KYW
WJSV WRC
WBAL
WBTM
WRVA
WTAR
WNOX
WWNC
WBT
WPTF
WIS
WCSC
RELIEF MAP OF THE UNITED STATES

Dominant stations buy the United Press radio report for their newscasts as United Press assures them of

ACCURACY, SPEED, WORLD COVERAGE

by experienced writers thoroughly trained in the fundamentals that make the United Press the dominant news service.

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

'Good Will Court' Faces a Lawsuit

IN THE Kings County Supreme Court, Brooklyn, Municipal Court Justice Nathan Sweedler, of Brooklyn, under the name Good Will Court Inc., on Oct. 2 filed suit against Standard Brands Inc., J. Walter Thompson Co., Mutual Broadcasting System, NBC, Knickerbocker Broadcasting Co. (WMCA), Bamberger Broadcasting Service Inc. (WOR), Macfadden Publications Inc., and A. L. Alexander. The complaint asks for $250,000 damages and also asks the court to restrain any of the defendants from using the name *Good Will Court* in any commercial broadcast.

Judge Sweedler, according to the complaint, has operated a weekly meeting of people to discuss their problems in the Guild Room of the *Brooklyn Eagle*, and a resume of these meetings is printed in the *Eagle* the following day in addition to a number of other papers. The *Good Will Court*, says the plaintiff, has been in existence for the past 10 years and was incorporated in 1929.

The plaintiff also says that A. L. Alexander, who conducts the Chase & Sanborn *Good Will Court* on NBC and Inter-City, approached Judge Sweedler some time ago asking for permission to use the name, providing no attempt was made to commercialize the name. Judge Sweedler stated he does not object to anyone using the name for a non-commercial program.

The fact that WOR, MBS and Macfadden Publications are named in this bill of complaint goes back a few months when Macfadden sponsored this same program, its first sponsors, over the Mutual and Inter-City Groups every Sunday night.

Last June Judge Sweedler sent protests to Macfadden, WMCA and MBS, threatening legal action if the use of the name *Good Will Court* was not discontinued. When Standard Brands took over the program on Sept. 20 similar notices were sent to the sponsors, their advertising agents, and NBC, but this is the first actual legal step.

No answers have as yet been filed by any of the defendants, who are allowed 20 days in which to answer the bill of complaint.

REID, MURDOCH & Co., Chicago (Monarch foods), has started a series of spot announcements, twice daily, six days a week, over the Michigan Network. Agency: Rogers & Smith Adv. Agency, Chicago.

Willard Tablet Discs

WILLARD TABLET Co., Chicago (proprietary), on Nov. 1 starts a series of five-minute transcriptions on KFEQ, KFRU, KWKO, KWK, KFAB, KMMJ, KFBI, KGGF, KVOO, KRLD, KGNC, KGKO, WWL, KWKH, KFEL, WHO, WHBF, WLS, WJJD, WIRE, WOWO, WGBF, WMBG, WDBJ, WGST, WTOC, WAPI, WREC, WLAC, WDOD, KLRA, WPTF, WWVA, KFRO, KGFI, WBOW, KTRH, KFDM and WIBA, with several more stations to be added, bringing the total up to between 40 and 50 outlets in the South and Midwest. Program, which was transcribed by Columbia Phonograph Co. in Chicago, is called *Headlines of Other Days* and uses three announcers, Dick Welles, Hugh Studebaker and John Tyson, and a singing team, the Deans of Harmony. Schedule calls for three broadcasts weekly for 26 weeks in most cases, with a few variations. Agency: First United Broadcasters, Chicago.

Broccoli in East

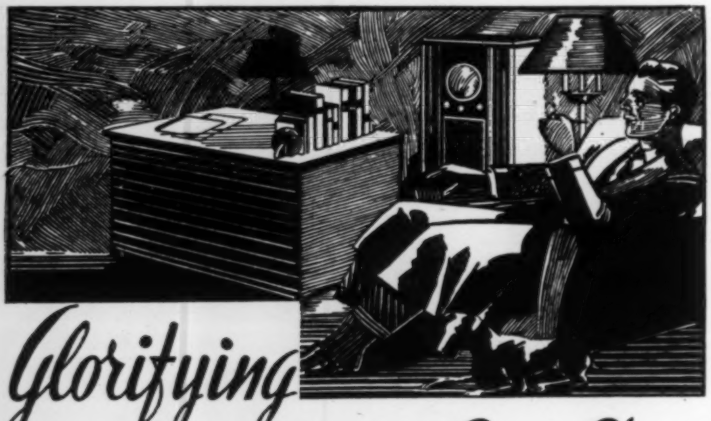
D'ARRIGO BROTHERS, Boston and San Jose (Andy Boy broccoli) on Oct. 8 started a 13-week participation in *Homemaker's Council of the Air* on WEEI, WTAG, WCSH, WJAR, WTIC, the original New England network. Announcements were started Oct. 12 on WEVD, New York, and WRAX, Philadelphia, six per week for 26 weeks. Thirty-word announcements ,are used on WNAC, Boston, 210 being scheduled. James F. Fay Advertising, the sales representative of D'Arrigo, placed the account through Harold F. Lewis Adv. Service, Boston.

Merger of KFJR-KALE In Portland, Ore. Granted

MERGER of KFJR, Portland, Ore., with KALE, with which it shares the 1300 kc. channel, was authorized Oct. 7 after application for assignment was filed Oct. 2. The two stations, both using 500 watts, will be operated as one under KALE Inc., with Ashley C. Dixon, owner of KFJR, retained with most of his staff in the KALE organization. KALE is one-third owned by C. W. Myers, NAB president; one-third by C. Roy Hunt, KALE manager, and one-third by S. R. Winch, business manager of the *Portland Oregon Journal*. It is the companion station to KOIN, which is controlled by Mr. Myers with Mr. Hunt and the *Oregon Journal* as minority stockholders.

Another Portland station recently sold, subject to FCC approval, is KXL, 100-watter on 1420 kc. It was purchased from Harry B. Read by T. W. Symons Jr., operator of KFPY, Spokane, and Ed Craney, operator of KGIR, Butte, Mont. Harry B. Read recently transferred control of KOOS, Marshfield, Ore., to his brother, Walter L. Read, who in turn transferred KSLM, Salem, to Harry B. Read.

TIDE WATER OIL Co., New York (Tydol) has renewed its current campaign on a small list of stations. The schedule includes program on WFBR, Baltimore; Transradio news broadcasts on WOR, Newark; program on WORK, York, Pa.; sports series on WGY, Schenectady. Lennen & Mitchell Inc., New York, is agency.



Glorifying THE GREAT AMERICAN Arm-Chair

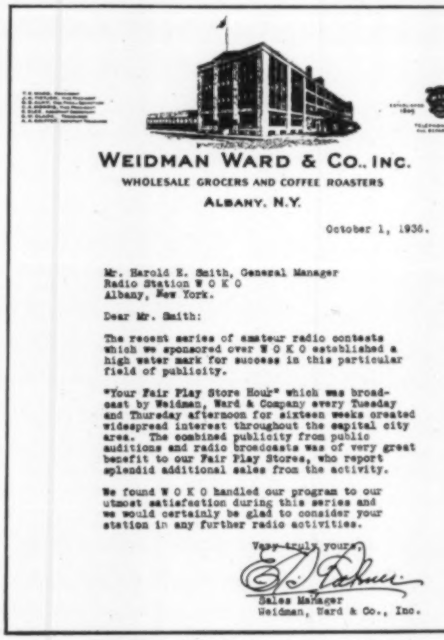
Pipes and old slippers stage a come back! Gadabouts turn stay-at-home. It's America's Greatest Radio Show Season, with the old arm-chair a choice seat in the orchestra. Among the headliners are these: Several KMBC tested shows now on network or spot. All look good for record runs. On call are these selling stars: "Tex" Owens and The Texas Rangers, Happy Hollow, Life on Red Horse Ranch, "Across the Breakfast Table," PHENOMENON, and other KMBC tested shows. There's one to "arm-chair" 'em for you!

KMBC of KANSAS CITY

THE PROGRAM BUILDING AND TESTING STATION

FREE & SLEININGER, INC., NATIONAL REPRESENTATIVES

A Success Story Speaks for Itself!



WEIDMAN WARD & CO., INC.
WHOLESALE GROCERS AND COFFEE ROASTERS
ALBANY, N.Y.

October 1, 1936.

Mr. Harold E. Smith, General Manager
Radio Station W O K O
Albany, New York.

Dear Mr. Smith:

The recent series of amateur radio contests which we sponsored over W O K O established a high water mark for success in this particular field of publicity.

"Your Fair Play Store Hour" which was broadcast by Weidman, Ward & Company every Tuesday and Thursday afternoon for sixteen weeks created widespread interest throughout the capital city area. The combined publicity from public auditions and radio broadcasts was of very great benefit to our Fair Play Stores, who report splendid additional sales from the activity.

We found W O K O handled our program to our utmost satisfaction during this series and we would certainly be glad to consider your station in any further radio activities.

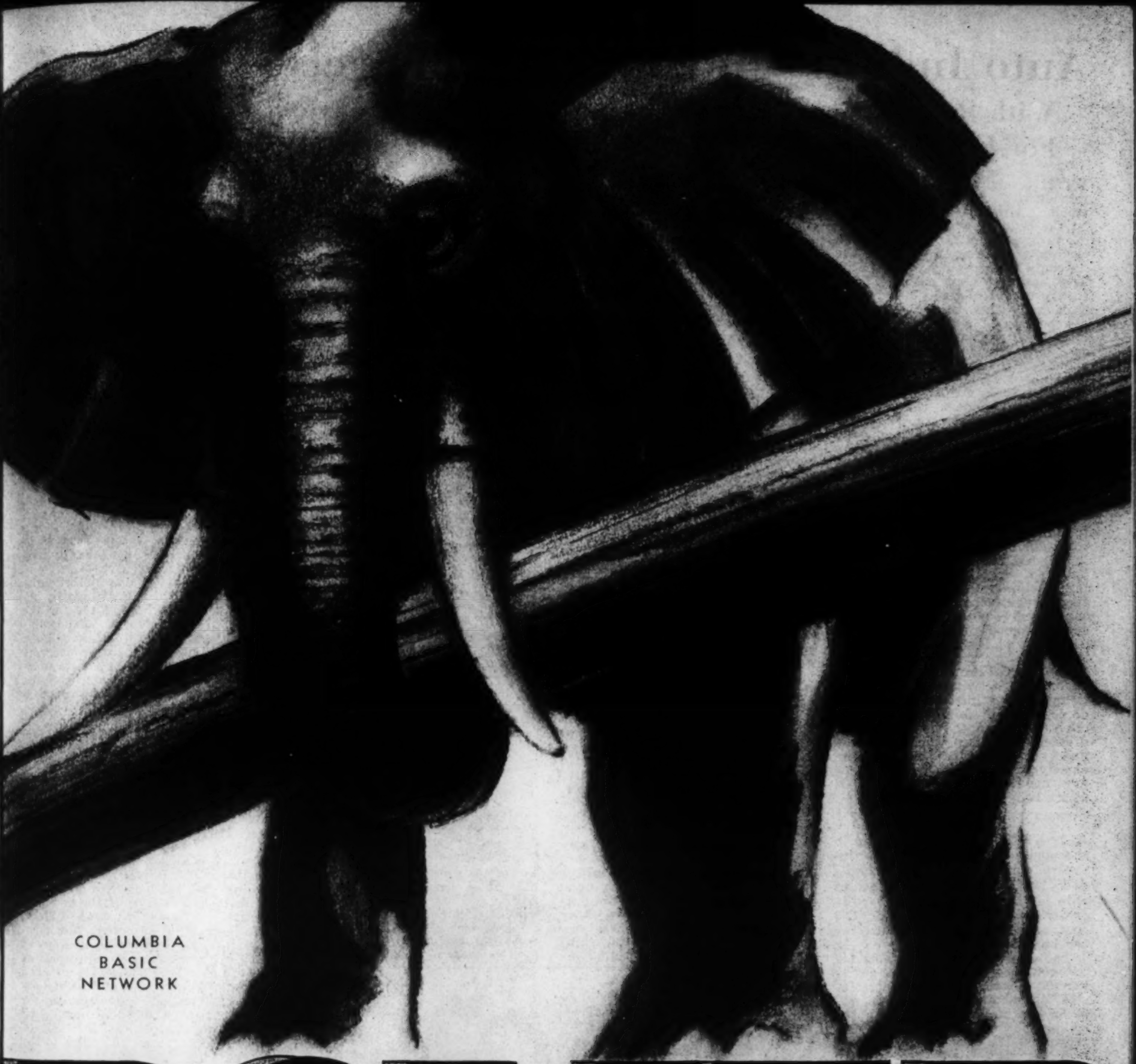
Very truly yours,

Sales Manager
Weidman, Ward & Co., Inc.

For Further Information, Write

WOKO ALBANY, NEW YORK

1430 Kcs. Basic CBS 1000 W. Day 500 W. Night



COLUMBIA
BASIC
NETWORK

POWER

WJR

50,000
WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

XUM

Auto Industry Swells Radio Budgets

With Record Year in Prospect, Motor Firms Lay Plans For Extensive Merchandising and Promotion Drives

WITH promotional plans for the introduction of 1937 model automobiles virtually completed and on the largest scale since the halcyon days of 1929, it appeared certain that radio would increase its share more than proportionally. That much seemed assured by a survey of automotive plans in Detroit and other centers.

Production for the current year is expected to run slightly in excess of 4,600,000 vehicles, of which about 3,800,000 units are passenger cars, about which almost all radio advertising is centered. The industry is confident that it will produce in excess of 5,000,000 units in 1937, making that year second only to 1929 and projecting a ten per cent gain in output. Radio's share of the increased advertising budgets, however, is likely to be more than that amount.

The biggest splurge of the autumn and early winter season will come during the next three weeks, in the course of which the majority of cars are scheduled for introduction. During this period spot announcements by the thousands will be heard, dealers will spend a good proportion of their cooperative advertising money, and the regular network programs will serve as background for this introductory activity. This advertising during introduction season, of course, will follow the lines of other years, in that it will make a definite effort to bring prospects and others interested into the showrooms while the excitement of new car announcement season is at its height.

Using Nets and Spot

ALL NETWORKS are sharing in the augmented plans of the industry for the next few months and 1937. Independent stations will be largely benefited by the dealer cooperative plans and the spot announcements scheduled for the next few weeks.

The auto company programs for the coming year span the entire gamut of radio presentations. Musical presentations, of course, will be in the majority, with both the symphonic and popular forms well represented. Amateur presentations, a style review, a woman news commentator, a Hollywood tieup—all these bulk large in the promotional plans ahead.

Chevrolet and Ford again are the large time users. The probability is that Chevrolet will spend between $2,000,000 and $2,500,000 in radio promotional advertising for its 1937 cars. The official Chevrolet announcement of 1937 models, which will come in November, will be preceded by approximately 20,000 spot announcements spread over the two weeks preceding the introduction. Every section of the country will be covered by these announcements, which will run at the rate of about 1,000 a day for the preintroduction period.

Beside that Chevrolet will soon start on its sixth 13-week period of WBS *Musical Moments* discs over 385 stations, for 15-minute periods three times weekly.

At a three-day sales conference in Detroit Oct. 6-9, Rubinoff, Virginia Rae and Jan Peerce gave a preview of their initial CBS program. The audition was before 3,500 Chevrolet executives, district managers and key dealers. A movie trailer depicted what Chevrolet is doing with radio as an advertising medium. The CBS sales promotion department has issued an eight-page booklet titled *Wonder and Delight and the Sale of Chevrolets*.

The new network series by Chevrolet takes to the air Oct. 18 on Sunday night, featuring again the Rubinoff - Peerce - Rea trio. These programs will be heard from 6:30 to 7:00 p. m. (EST) over a 92-station CBS network. Chevrolet's radio time is placed through the Campbell-Ewald Co., Detroit.

Ford's Big Program

FORD MOTOR Co., placing through N. W. Ayer & Son, Inc., Detroit, again is offering the *Ford Sunday Evening Hour* and the *Fred Waring* programs as its highlights throughout the year. The Sunday evening program over CBS resumed on Sept. 20 for a 39-week period. An increasing demand for seats by interested persons who could not be accommodated in Detroit's Orchestra Hall last year led to the engagement this winter of the much larger Masonic Temple Auditorium. A novel move is being made this year in the uniting of the audience of 5,000 persons with the symphony and choir in the singing of hymns which close each concert.

As in previous years, no advertising beyond a mention of the sponsor's name is made in this series. W. J. Cameron, of the Ford company, speaks at the half-way intermission, but his remarks are almost always of sociological or humane interest, and touch upon his company but seldom. Similarly, the *Fred Waring* shows carry little direct advertising. These programs are split between the NBC and the CBS, running a half-hour during the week on each network.

A more direct selling job is done in such Ford dealer-sponsored programs as that heard in Michigan and northern Ohio, known as the *Farm Market Reporter*. Here news of current interest to farmers is presented, along with selling continuity for Ford cars. A quarter-hour disc series on 150 stations will be renewed for the fourth time.

Chrysler Motors issued its challenge to these big-league competitors on Sept. 17, with the initial appearance of Major Bowes and his amateurs under the auto company's sponsorship. Heard over the coast-to-coast hookup of the CBS and placed by Ruthrauff & Ryan, Inc., this program has made a definite tieup with dealerships of Chrysler products throughout the country. It merchandises all four Chrysler products—Plymouth, Dodge, DeSoto and Chrysler—and dealers merchandise the program to their own showrooms by staging voting parties.

Dealers Are Cooperating

TO DATE dealers in 15 states and two in Canada are sponsoring these listening and voting parties in their showrooms. Local dealer display advertising and occasional newspaper space calls attention to the parties, urges attendance, and promises that no attempts will be made at selling cars to visitors. Dealer reports coming to the factory indicate that the plan is meeting with general favor.

First vote reports indicate that the Major has gained in popularity. The voting for the Sept. 17 program, first of the series, in New York, was 64% ahead of the voting for the last broadcast under Chase & Sanborn, it was claimed. Voting at Detroit, the honor city, was 88% ahead of the total for April 7, 1935, when Detroit was similarly honored. The Sept. 24 total of voting was 24% ahead of the total voting for Sept. 17. In figures, votes cast on Sept. 17 came to approximately 10,000; on Sept. 24 they ran about 13,000.

30 YEARS OF PROGRESS—David Sarnoff, president of RCA and chairman of NBC, is honored at a dinner celebrating his 30 years in radio, during which he started with the old British Marconi Co. as a messenger boy, rose to wireless operator and executive and led RCA to its present predominance since its foundation in 1919. At the table, left to right, are M. H. Aylesworth, former NBC president, now RKO chairman; Mr. Sarnoff; Maj. Gen. James G. Harbord, RCA chairman; Col. John C. O'Laughlin, publisher of the *Army & Navy Journal*; E. T. Cunningham, president, RCA Mfg. Co.; W. A. Winterbottom, vice president and general manager RCA Communications Inc. With back to camera is Courtland Smith, president of Pathe Film Corp.

Plymouth will precede the introduction of its 1937 lines early in November with spot announcements over approximately 90 stations from coast to coast. These spots will be from script furnished by J. Stirling Getchell, Inc., agency in charge, and will range from chain breaks to slightly longer announcements, depending upon the individual programs of each station.

DeSoto division of Chrysler, also through Getchell, will blanket the country with key station spot announcements in the period immediately preceding introduction of the 1937 line. DeSoto will play heavily upon the style, comfort and safety features of its 1937 entry. Dodge also is a heavy spot user, through Ruthrauff & Ryan.

General Motors Activities

THE General Motors institutional broadcasting on Sunday nights conforms to the Ford symphony pattern, in that only a brief mention is made of the sponsor, and intermission talks are devoted to topics of interest to motorists. This program, placed through Campbell-Ewald Co., New York, is heard Sunday nights from 10 to 11 p. m. (EST) over 63 stations of the NBC-Red network.

Component General Motors units besides Chevrolet are all fairly active in the radio picture for the coming year. Pontiac earlier this month announced what it believed to be the first newscast program built exclusively to appeal to women over a nationwide hook-up. Kathryn Cravens, woman commentator, commenced a three-times-weekly series on Oct. 12 over a 57-station CBS network. The program will continue to be heard Mondays, Wednesdays and Fridays from New York at 2 to 2:15 p. m. (EST) and rebroadcast for the West to reach mountain states at 3:30 to 3:45, Mountain Time, and the Pacific coast at 2:30 to 2:45 Pacific time. Commercials will shortly begin to build up interest in the 1937 Pontiac models to be announced early in November.

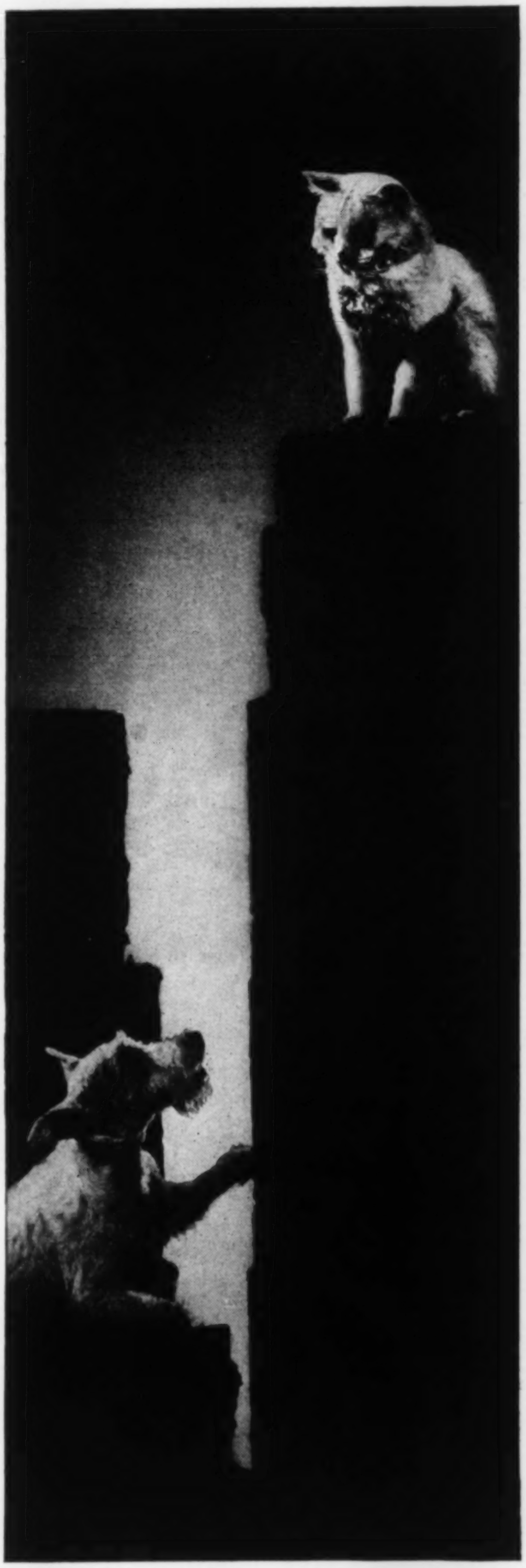
A test campaign of the new program was made through KMOX, St. Louis for 13 weeks last summer and resulted in an average of 400 requests weekly for copies of Pontiac's *User's Guide*, offered through the broadcast free at Pontiac salesrooms. Dealers in the St. Louis area reported many good prospects secured as a result of the broadcast and the trips to the showrooms, and on that basis the *News Through a Woman's Eyes* was scheduled over CBS.

This program is placed by MacManus, John & Adams, Inc., Detroit. It follows a lapse of a year since Pontiac has been on the networks.

Cadillac's Afternoon Show

CADILLAC Motor Car Co., which places through the same agency, is following much the same theory of thinking with a new program titled *LaSalle Fashion Show*, scheduled to start over NBC-Red network on Nov. 5. This program is contracted for Thursdays, 4-4:30 p. m., for a 13-week period and will tie in the smartness of Cadillac and LaSalle cars with leading styles. Charles Lemaire, prominent designer, will be master of ceremonies, Eddie Duchin will furnish music, and each week a style specialist in one field of women's

(*Continued on page 49*)



"PREFERRED POSITION"

These fine local NBC stations have it...each in its own part of the country!

In every section—north, south, east, west—there are NBC stations *really* "preferred" by local radio audiences.

Those listed on this page are on top, in the ten rich markets which they cover for advertisers. They have won, through sheer strength of popular programs, a following which is the most valuable asset which any advertiser—spot or local—can have.

These are the stations..."PREFERRED"

NEW YORK	
WEAF	50,000 watts
WJZ	50,000 watts
THE GREAT NORTHEAST	
WGY	50,000 watts
NEW ENGLAND	
WBZ-WBZA	51,000 watts
NORTHERN OHIO	
WTAM	50,000 watts
DISTRICT OF COLUMBIA	
WRC	1000-500 watts
WMAL	500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET	
KDKA	50,000 watts
CHICAGO	
WMAQ	50,000 watts
WENR	50,000 watts
DENVER AND THE ROCKY MT. REGION	
KOA	50,000 watts
SAN FRANCISCO	
KGO	7,500 watts
KPO	50,000 watts

PHILADELPHIA	
KYW	10,000 watts

Completely Programmed by NBC

1926 1936

NBC'S TENTH YEAR OF SERVICE TO RADIO LISTENERS

☆

For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.

Broadcast Census As Market Factor Shown by Sandage

Census Expert Analyzes Ways Of Measuring Radio Dollar

By DR. C. H. SANDAGE

Chief, Division of Communications U. S. Department of Commerce

Dr. Sandage

BUSINESS executives are becoming more conscious of the importance of distributing their advertising dollar among different market areas in terms of the relative fertility of such areas. Different methods have been used to measure fertility or sales potentialities, but all aim to reach the same goal.

There are two basic factors to be considered in measuring any market, (1) the number of people and (2) their ability to buy. The radio advertiser, however, must give consideration to another factor—the number of radio homes in each area. If the radio is to be used effectively as an advertising medium, it must be used in those territories where the number of receiving sets is sufficiently great to afford a reasonable number of potential listeners.

The U. S. Bureau of Census has recently issued figures showing the expenditures of advertisers for time over broadcast stations in each of the nine geographical divisions. With these figures it is possible to measure in part, the regional distribution of the radio advertising dollar in terms of the sales potentialities in each region.

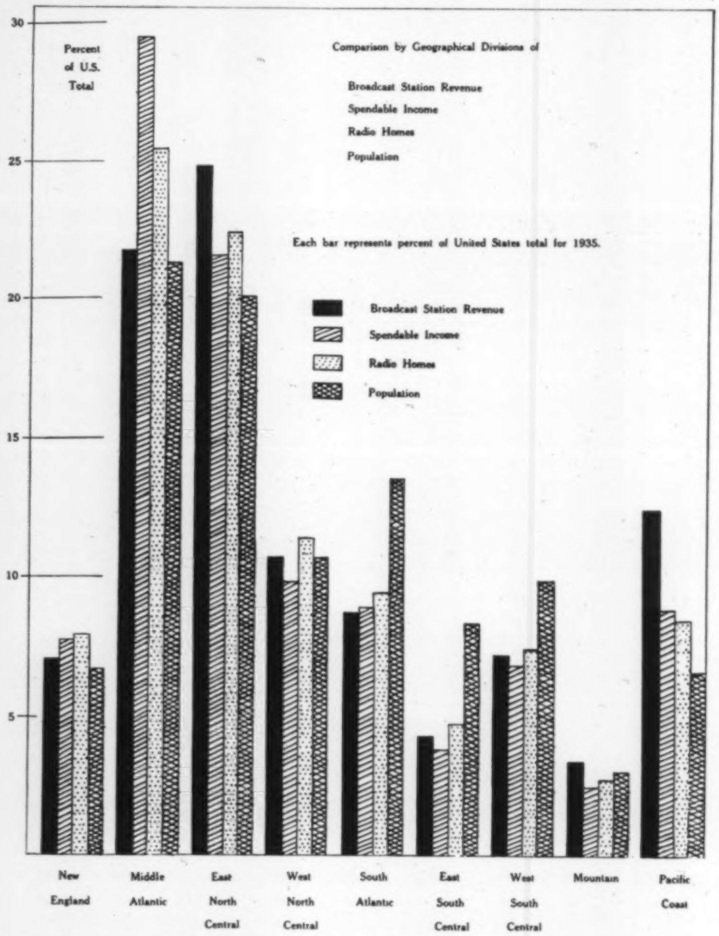
The comparison of radio station time sales, spendable income, radio homes, and population for each region in the United States is given in the accompanying chart. Spendable income is based upon *Sales Management's* "Survey of Purchasing Power" for 1935. The number of radio homes is taken from the report of the Joint Committee on Radio Research. The bars in the accompanying chart represent each of the four factors to be compared. Each bar is in terms of a per cent of the United States total. Thus, broadcast station time sales in New England were 7% of total United States time sales.

If spendable income, radio homes, and population measured the advertising importance of a region then radio revenue should parallel these factors where advertisers properly utilized market possibilities. Radio revenue, spendable income, and the number of radio homes, parallel each other rather closely in all regions except the Middle Atlantic and the Pacific Coast. Population and station revenue parallel each other except in the Southern regions.

In the Middle Atlantic States, station revenue represented 21.8% of the national total, spendable income 29.6% and radio homes 25.5%. Population in this region, representing 21.4% of the national total, was almost identical with station revenue. Only 14.7% of the total number of commercial broadcast stations were located in this region. It would seem that the number of radio homes and the spendable income in the Middle Atlantic States would warrant a greater per cent of total radio revenue for this region.

The Pacific Coast States accounted for a considerably greater proportion of total broadcast station revenue than they did for radio homes, spendable income, or population. The three States of California, Oregon, and Washington received 12.3% of total station revenue, but had only 8.9% total spendable income, 8.6% of total radio homes, and 6.7% of total population. There were, however, 13.8% of all United States commercial broadcast station in the three Pacific Coast States.

It is not possible to say from the data presented here whether advertisers have been placing too much emphasis upon the Pacific Coast and East North Central markets and not enough upon the Middle Atlantic market. It may be that greater use has been made of other forms of sales promotion in the latter States and the medium of radio given extra emphasis in the former areas. However, the regional differences illustrated here are worthy of note. They may be significant in pointing the way to some adjustment in the distribution of the advertising dollar.



Neumode Hose Testing

NEUMODE HOSIERY Co., Chicago, on Oct. 1 started series of news flash-announcements, daily except Sunday, on WKZO, Kalamazoo, and WSBT, South Bend. Agency: J. L. Sugden Adv. Co., Chicago.

Townsend's Plan to Use Mexican Stations Balked

DIFFICULTIES which have consistently nullified the efforts of Dr. Francis E. Townsend to broadcast his plans for national recovery to the American people and to solicit funds by radio [BROADCASTING, Oct. 1] did not cease when he abandoned hope of securing time on one of the major networks and turned to Mexican stations just below the border. Again at the last minute his plans had to be cancelled, this time because of a disinclination on the part of Mexican government officials to permit the venerable doctor to use their country's broadcasting facilities.

Meanwhile, Dwight Bunnell, radio director of Townsend National Recovery Plans Inc., had arranged for Dr. Townsend to talk over Pan-American's hookup of the New York State Broadcasting System, Michigan Radio Network, Affiliated Broadcasting Co. and stations WAAB, WSAR, WNAC, WNBH, WLLH, WFEA and W1XBS in New England, from 6 to 6:15 p. m. on Sunday, Oct. 11. A Chicago broadcast on WCFL, 4:45 to 5 in the same afternoon, had also been scheduled. Mr. Bunnell also announced that plans for using transcriptions of Dr. Townsend's talks on independent stations throughout the country were being made.

RADIAD SERVICE, Chicago script and continuity service, reports that it now has 120 station clients, with more than 50 using its *Something New Club* and *Domesticalities* features.

Application Bonds Advocated by Dill

Posting of $2,000 Sought to Stop Frivolous Petitions

POSTING of a bond of $2,000 with the FCC by an applicant for the facilities of an existing broadcasting station, to cover costs of the latter in defending itself, has been proposed for the first time in a case before the FCC Broadcast Division. Former U. S. Senator C. C. Dill, now a Washington attorney, and his associate James W. Gum, have filed with the FCC a motion in behalf of KVOE, Santa Ana, Cal., asking that such a bond be required of J. W. Plame, of Los Angeles, applicant for the facilities of the station.

There is no precedent in FCC procedure for this, and there is no provision in the Communications Act which specifically allows the FCC to assess payment of costs against an unsuccessful applicant. This question, however, has been discussed before Congressional committees, with Senator Dill himself an advocate of such a system to discourage frivolous applications for station facilities.

Legal Opinion Sought

IN THE motion, Senator Dill and Mr. Gum asked that the applicant be required to deposit the $2,000 with the FCC Secretary "to cover the costs of Station KVOE in defending this cause." The request, the petition added, "is made pursuant to sections 303 and 307 of the Communications Act of 1934, as amended, and as construed by numerous opinions of this Commission".

The FCC, before deciding the issue, will seek an opinion from its law department.

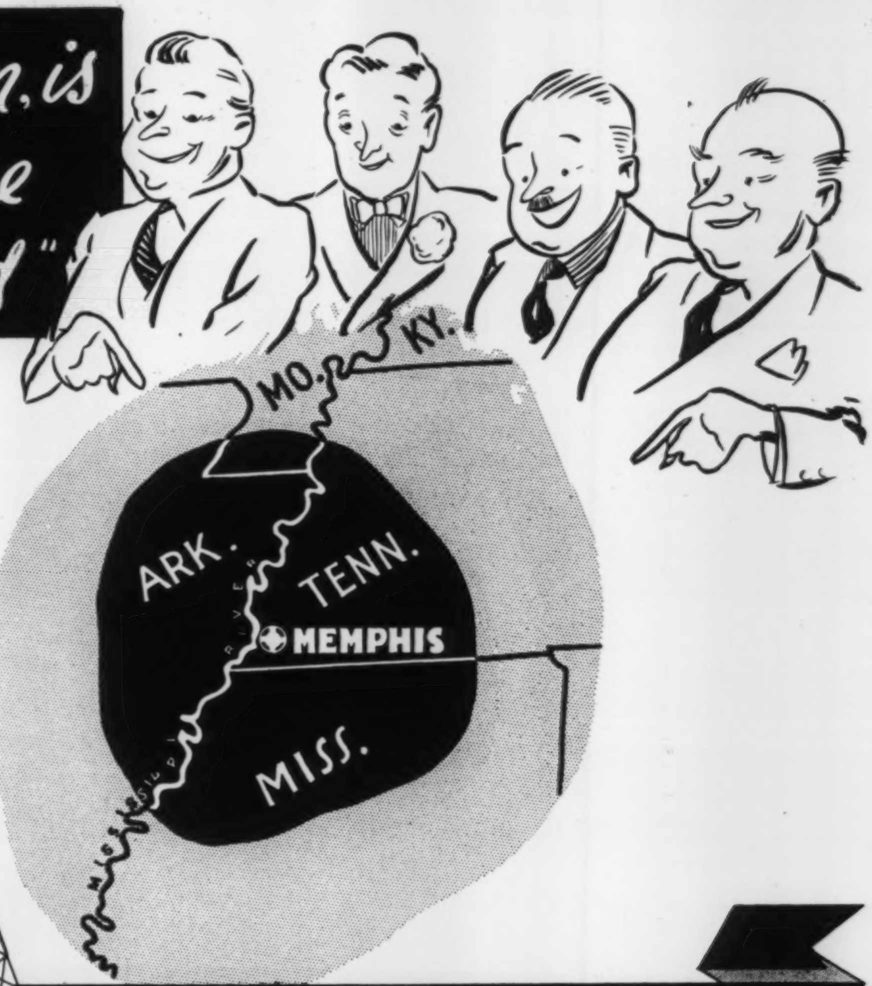
In the past the FCC has given consideration to a procedure, which it believes permissible under the existing law, whereby preliminary ex parte hearings would be held for applicants for the facilities of other stations, or even for new facilities, to ascertain whether they are financially, legally and technically qualified applicants. Then, if the ruling were in the affirmative, a regular hearing would be set. No action ever has been taken on such a procedure, however.

Join Transamerican

CLIFFORD L. SLEININGER and J. M. Ward have joined the Chicago office of Transamerican Broadcasting & Television Corp. as account executives. Mr. Sleininger has been engaged in station representation since 1929, when he joined National Radio Advertising Inc., later becoming a pioneer in the exclusive representative field as cofounder of Free & Sleininger Inc., and more recently heading his own representative organization. Mr. Ward has been connected with the *Chicago Tribune* for the last nine years, in the advertising sales, merchandising and business survey departments.

STANDARD RADIO Inc., Hollywood, has granted to International Broadcasting Co. of London exclusive library rights for Radio Luxembourg and Radio Normandie, which carry 80% of the advertising directed to the British Isles.

"That, Gentlemen, is the Center of the Rich Southland"



Served By

WMC

THE MID-SOUTH'S MOST POPULAR AND EFFICIENT RADIO STATION

Cavalcade of Cotton

THE BIG PUSH IS ON. A one hundred million dollar cotton crop, all pouring into Memphis, the natural hub of this empire. Farmers buy freely of the necessities and luxuries of life.

You could select no more potent medium to cover this well-to-do Southland than WMC, radio station of the MID-SOUTH. WMC carries more local, national, and network advertising than any station within 200 miles of Memphis. For 13 years, its program policies have been geared to the tastes of Mid-South listeners.

The South's greatest newspaper, The Commercial Appeal, owns and operates WMC. The influence of this great paper, the full power of its publicity creates a spirit of serving that animates the entire program structure of this station. Listeners depend on WMC for the integrity as well as the excellence of its entertainment.

WE OFFER, too, splendid coverage, at low cost, by using our other station **WNBR** MEMPHIS

PROSPEROUS FARMERS LISTEN *Only* TO WMC FOR

- **NATIONAL FARM AND HOME HOUR**
  Vital and helpful information that farmers in this territory can obtain from no other station.
- **FARMERS FORUM**
  A program created to serve a real need. Local county agents of Tennessee, Mississippi, and Arkansas discuss farm problems of particular local interest over WMC exclusively.

780 KILOCYCLES

5000 WATTS
611 FOOT TOWER
WMC

OWNED AND OPERATED BY THE MEMPHIS COMMERCIAL APPEAL
MEMPHIS, TENN.

Representative: E. KATZ, Special Advertising Agency

THE ONLY RED *and* BLUE NBC NETWORK STATION IN THE MID-SOUTH

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSFO, San Francisco

Associated Oil Co. of California, San Francisco (gas & oil), weekly *sp*, thru Lord & Thomas, San Francisco.

Foley & Co., Chicago (Honey & Tar compound), 3 weekly *sp*, thru Laueson & Salomon Inc., Chicago.

Currier's Tablets Inc., Los Angeles (proprietary), 2 weekly *ta*, thru Walter Biddick Co., Los Angeles.

Knox Co., Los Angeles (Cystex), weekly t, thru Dillon & Kirk, Kansas City.

Father Flanagan's School For Boys, Boys Town, Neb. (magazine), weekly *t*, thru Ernest Bader Co., Omaha.

Grove Laboratories Inc., St. Louis (Bromo Quinine), 21 weekly *sa*, thru Stack-Goble Adv. Agency, Chicago.

WMAQ, Chicago

Colgate - Palmolive - Peet Co., Jersey City, N. J. (soap), 26 *sa*, thru Benton & Bowles Inc., N. Y.

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 156 *sp*, thru Ruthrauff & Ryan Inc., Chicago.

Grove Laboratories Inc., St. Louis (nose drops), 182 *sa*, thru Stack-Goble Adv. Agency, N. Y.

Parker Brothers, Salem, Mass. (games), 72 *sa*, thru John W. Queen, Boston.

W. K. Kellogg Co., Battle Creek, Mich. (cereal), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

McKesson & Robbins Inc., Bridgeport (Pursang), 26 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Longines - Wittnauer Co., New York (watches), daily *sa*, thru Arthur Rosenberg Co. Inc., N. Y.

Bauer & Black, Chicago (Velure hand lotion), 100 *ta*, thru Ruthrauff & Ryan Inc., Chicago.

WHAM, Rochester

Lever Bros. Co., Cambridge (Lifebuoy), *t*, thru Ruthrauff & Ryan Inc., N. Y.

Sherwin - Williams Co., Cleveland (paint), 3 weekly *sa*, thru T. J. Maloney Inc., N. Y.

Lever Bros. Co., Cambridge (Spry). daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.

KFRC, San Francisco

Sherwin - Williams Co., Cleveland, O. (paint), 5 weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water Crystals), 3 weekly *t*, thru Luckey Bowman Inc., N. Y.

WKRC, Cincinnati

Kenton Pharmacal Co., Covington, Ky. (Brownatone), 3 weekly *ta*, thru Roche, Williams & Cunnyngham Inc., N. Y.

U. S. Industrial Alcohol Co., New York (anti-freeze), 49 *sa*, direct.

WEAN, Providence

Procter & Gamble Co., Cincinnati (Chipso), 5 weekly *t*, 7 weekly *sa*, thru Blackman Adv. Inc., N. Y.

WHBF, Rock Island, Ill.

Willard Tablet Co., Chicago (proprietary), 52 *ta*, thru First United Broadcasters Inc., Chicago.

WAAF, Chicago

Mother's Remedies, Chicago (Mother's Salve, Mother's Aspirin), 5 weekly *sp*, direct.

WOOD-WASH, Grand Rapids

Hickok Oil Co., Toledo (Hi-Speed), 100 *t*, direct.

Detroit News, Detroit, 12 *sa*, thru Bass-Luckoff Inc., Detroit.

Ironized Yeast Co., Atlanta (proprietary), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.

Reid, Murdock & Co., Chicago (Monarch food), 156 *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Commercial Milling Co., Detroit (Henkel's flour), 312 *sa*, thru Karl G. Behr Agency, Detroit.

Kosto Co., Chicago (dessert), 78 *sa*, thru Perrin-Paus Co., Chicago.

MidStates Steel & Wire Co., Crawfordsville, Ind. (fence), 57 *sa*, thru Mace Adv. Co., Peoria.

Republic Steel Co., Youngstown, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.

Willard Storage Battery Co., Cleveland, 84 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

WBT, Charlotte

Dodge Bros., Detroit (autos), 18 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Drug Trade Products, Chicago (proprietary, cosmetics), 6 weekly 60-minute *sp*, thru Benson & Dall Inc., Chicago.

Morton Salt Co., Chicago (smoked salt), weekly *sp*, thru Wade Adv. Agency, Chicago.

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett - Sample-Hummert Inc., Chicago.

Colgate - Palmolive - Peet Co., Jersey City (Palmolive soap), 20 *sa*, thru Benton & Bowles Inc., N. Y.

National Carbon Co., New York (Prestone), 7 weekly *sa*, thru J. M. Mathes Inc., N. Y.

United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.

KDYL, Salt Lake City

Albers Bros. Milling Co., Seattle, 26 *sp*, thru Erwin, Wasey & Co., Seattle.

Premier-Pabst Sales Co., Chicago (Blue Ribbon beer), 124 *sa*, thru Morris - Schenker - Roth Inc., Chicago.

WGY, Schenectady

Marlin Firearms Co. Inc., New Haven (razor blades), 13 *t*, thru Franklin Bruck Adv. Corp., N. Y.

Little Crow Milling Co., Warsaw, Ind. (Coco - Wheats), daily *sp*, thru Rogers & Smith Adv. Agency, Chicago.

Block Drug Co., Brooklyn (Omega oil), 52 *t*, thru Husband & Thomas, N. Y.

General Mills Inc., Minneapolis (Gold Medal), 26 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

W. W. Lee Co., Watervilet, N. Y. (Save - the - Baby), daily *ta*, thru Leighton & Nelson, Schenectady.

American Gas Machine Co., Albert Lea, Minn. (stoves), 26 *t*, thru Greve Adv. Agency, St. Paul.

Florence Stove Co., Gardner, Mass., 26 *t*, thru William B. Remington Inc., Schenectady.

Tide Water Oil Co., New York (Tydol), 3 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

WIP, Philadelphia

Parkway Oil Co., Philadelphia, 3 weekly *sa*, thru Erwin, Wasey & Co., N. Y.

Bay State Fishing Co., Boston (40 Fathom), 2 weekly *ta*, thru Street & Finney Inc., N. Y.

Knox Co., Kansas City (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.

WNAC, Boston

C. F. Mueller Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.

Kelvinator Corp. of New England. Boston, weekly *t*, thru Dowd & Ostreicher Inc., Boston.

KDKA, Pittsburgh

Zenith Radio Corp., Chicago, 36 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Block Drug Co., Brooklyn, 130 *sa*, thru Husband & Thomas Co. Inc., N. Y.

Commercial Milling Co., Detroit, 65 *sp*, thru Karl G. Behr Agency, Detroit.

From Los Angeles Examiner

"I thought you might enjoy one while listening to the World Series, sir!"

WLS, Chicago

Sisalkraft Co., Chicago (roofing material), 48 *sa*, thru Russell T. Gray Inc., Chicago.

Hamlin's Wizard Oil Co., Chicago (linament), 312 *sa*, thru Jim Duffy Inc., Chicago.

Willard Storage Battery Co., Cleveland, 63 *sa*, thru Meldrum & Fewsmith Inc., Cleveland.

The Union Party, Chicago (political), 1 *sp*, thru Commercial Broadcasters, Chicago.

Silberman-Becker Corp., Chicago (Sears, Roebuck & Co. raw fur marketing service), 22 *sa*, thru Neisser-Meyerhoff Inc., Chicago.

Fort Atkinson Centennial Assn., Fort Atkinson, Wis., 3 *sa*, direct.

St. Paul Union Stockyards Co., St. Paul, 4 *sa*, direct.

Drums Inc., Detroit (cleaning preparation), 2 weekly *sa*, thru C. C. Winningham Inc., Detroit.

Reliance Mfg. Co., Chicago (Big Yank shirts), 5 *sp*, thru Mitchell-Faust Adv. Agency, Chicago.

Acme Mfg. Co., Forest Park, Ill. (pig feed), 312 *sa*, thru K. E. Shepard Adv. Agency, Chicago.

E. A. Myers & Son, Pittsburgh (Radioear), 2 *sa*, thru Hilmer V. Swenson Co., St. Louis.

Armand Co., Des Moines (cosmetics), 156 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Sherwin - Williams Co., Cleveland (paint), 54 *sa*, thru T. J. Maloney Inc., N. Y.

Mantle Lamp Co., Chicago (Aladdin lamps), 22 *sp*, thru Presba, Fellers & Presba Inc., Chicago.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), 260 *t*, thru Cramer - Krasselt Co., Milwaukee.

Bernard Perfumers, St. Louis, 1 *sa*, thru Hilmer V. Swenson Co., St. Louis.

Murphy Products Co., Burlington, Wis. (fodder), 52 *sp*, thru Wade Adv. Agency, Chicago.

Republic Steel Corp., Youngstown, O. (fence posts), 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.

James Mfg. Co., Ft. Atkinson, Wis. (barns, henhouses, etc.), 78 *sa*, thru Wade Adv. Agency, Chicago.

KINY, Juneau, Alaska

Carter Medicine Co., New York (liver pills), 6 weekly *ta*, for 52 weeks, thru H. H. Good Adv. Co., N. Y.

Canned Salmon Industry, Seattle, 2 weekly *sp*, thru Northwest Radio Adv. Co. Inc., Seattle.

Miles Laboratories Inc., Elkhart, Ind. (Alka - Seltzer), 6 weekly *t*, 20 weeks, thru Wade Adv. Agency, Chicago.

Millwork Supply Co., Seattle, 78 *sa*, thru Weller Service Inc., Seattle.

Coleman Lamp & Stove Co., Wichita, 6 weekly *ta*, 26 weeks, thru Walter Biddick Co., Los Angeles.

Washington Motor Coach System, Seattle, 100 *sa*, thru Beaumont & Hohman Inc., Seattle.

Gospel Broadcasting Assn., Los Angeles, (religious), weekly *sp*, for 52 weeks, thru R. H. Alber Co., Los Angeles.

Alaska Steamship Co., Seattle, 6 weekly *sp*, for 39 weeks, thru Beaumont & Hohman Inc., Seattle.

Northland Transportation Co. (steamship), Seattle, 3 weekly *sp*, 26 weeks, thru Northwest Radio Adv. Co. Inc., Seattle.

Clark Hotel, Los Angeles, 52 *ta*, thru Walter Biddick Co., Los Angeles.

National Lead Co., Seattle (paint), 18 *sp*, thru Erwin Wasey & Co., Seattle.

WAAB, Boston

New York Mattress Co., New York, 12 *sa*, thru Louis Glaser Inc., Boston.

E. F. Kemp Co. Inc., Somerville, Mass. (nuts), 121 *sa*, thru Stoddard-Sampson Co., Boston.

Poet Cigar Co., Boston, 5 weekly *sa*, thru David Malkiel Adv. Agency, Boston.

William Little Inc., Waltham, Mass. (autos), 6 weekly *sa*, thru Julian Gross Adv. Agency, Hartford.

Kosmet Laboratories Inc., New York, 2 weekly *sp*, thru Brooke Smith & French Inc., N. Y.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

GENERAL ELECTRIC Co., Bridgeport, Conn. (electrical appliances) on Nov. 2 starts *Hour of Charm* on 21 NBC-Red stations. Mon., 4-4:30 p. m. Agency: Maxon Inc., N. Y.

TIME Inc., New York (Time magazine & new picture magazine) on Oct. 15 starts *The March of Time* on 41 CBS stations, Thurs., 10:30-11 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

MODERN MECHANICS PUBLISHING Co., New York (Modern Mechanics), on Oct. 4 started 13 half-hour programs *The March of Modern Mechanics*, on 9 Yankee Network stations, Sun., noon. Agency: Ruthrauff & Ryan Inc., N. Y.

CROFT ALE Co., Boston (Croft Ale), on Sept. 15, started participations in *Yankee Network News Service*, three times weekly for 52 weeks, on 10 Yankee Network stations; also three participations in *Colonial Network News Service*. Agency: C. Brewer Smith, Boston.

PONTIAC MOTOR Co., Pontiac, Mich. on Oct. 12 started the *Flying Commentator* of 57 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. with repeat 5:30 p. m. Agency: MacManus, John & Adams Inc., Detroit.

SMITH BROTHERS, Poughkeepsie, N. Y. (Smith Brothers Cough Drops and Syrups), on Nov. 22 starts 65 participations in *Yankee Network News Service*, five times weekly, on 10 Yankee Network stations. Agency: Brown & Tarcher Inc., N. Y.

RAINEER BREWING CO. Inc., San Francisco on Oct. 2 started for 13 weeks *Tomorrow's Football Tonight* on 3 NBC-Pacific Red stations, Fri., 6-6:30 p. m. (PST). Agency: Lord & Thomas, San Francisco.

CALIFORNIA CONSERVING CO., San Francisco (C.H.B. canned and bottled food products), on Nov. 17 starts for 39 weeks *Studio Party* on 8 NBC-Pacific Red stations, Tues., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

BETTER SPEECH INSTITUTE of America, Chicago (speech lessons) on Nov. 16 starts *Better Speech* program on 42 NBC-Blue stations, Sun., 3-3:15 p. m. Agency: Auspitz & Lee, Chicago.

ASSOCIATED OIL CO. OF CAL., San Francisco (gas & oil), on Sept. 26 started for 13 weeks *Associated Football Broadcasts* on 12 CBS-Don Lee network stations, Sat., 1:45-4:30 p. m. (PST). Agency: Lord & Thomas, San Francisco.

Renewal Accounts

AMERICAN CAN Co., New York (Keg-Lined cans) on Oct. 27 renews *Ben Bernie & All The Lads* on 57 NBC-Blue stations, Tues., 9-9:30 p. m., after Jan. 5 on NBC-Blue network. Agency: Fuller, Smith & Ross Inc., N. Y.

E. R. SQUIBB & SONS, New York (tooth powder) on Oct. 5 renewed the *Calendar of Melody* on 3 Mutual stations (WOR, WGN, CKLW), Mon., Wed., 9:45-10 a. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

F. W. FITCH Co., Des Moines (Fitch's shampoo), on Sept. 6 renewed for 52 weeks *Sunset Dreams* on 36 NBC-Red stations, Sundays, 7:45-8 p. m., repeat at 11 p. m. Agency: L. W. Ramsey Co., Des Moines.

SAYLOR'S CHOCOLATES Inc., Alameda, Cal., (candy), on Oct. 2 renewed for 13 weeks *Sailing With Saylors* on NBC-KPO, Fri., 7:45-8 p. m. (PST). Agency: Doremus & Co., San Francisco.

H. SUTLIFF TOBACCO Co., San Francisco (tobacco), on Oct. 1 renewed for 52 weeks *Sports Forum* on NBC-KPO, Tues., 7:45-8 p. m. (PST), starting Nov. 20, 7:30-7:45 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

RADIO STATION
WIRE
INDIANAPOLIS
MERCHANDISING DEPT

NOT FOR REMOTES—Instead this car has been equipped by WIRE, Indianapolis, to service its accounts. With foot on running board is L. O. Hammer, head of the new WIRE merchandising department and pilot of the advertising service car. He has two assistants in making surveys for advertisers, contacting dealers and arranging displays. A studio and display were maintained at the Indiana State Fair by WIRE.

Network Changes

KRAFT PHENIX CHEESE Corp., Chicago (cheese spreads) on Oct. 15 returns Bing Crosby to its *Kraft Music Hall* program on NBC-Red network, Thurs., 10-11 p. m.

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes) on Oct. 12 returned Margaret Speaks, soprano, to its *Voice of Firestone* concerts on NBC-Red network, Mon., 8:30-9 p. m.

STANDARD BRANDS Inc., New York (Fleischman Yeast) on Oct. 4 returned *Robert Ripley* on NBC-Blue network, Sun., 7:30-8 p. m.

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigar) on Sept. 27 added two stations (KWK, CKLW) to *Smoke Dreams* on MBS, Sun., 1:30-2 p. m.

JOHN MORRELL & Co., Ottumwa, Ia., (Red Heart dog food) on Nov. 16 will shift *Tea Time at Morrell's* to Fri., 4-4:30 p. m. on NBC-Red.

BI-SO-DOL Co., New Haven (proprietary) on Oct. 2 shifted *Broadway Varieties* to Fri., 8-8:30 p. m. on CBS.

A Unique Tryout Proves Successful For Gillette Show

Given Preliminary Tests to Iron Out the Wrinkles

By G. BENNETT LARSON

Ruthrauff & Ryan, Inc.

Mr. Larson

PROBABLY the most unusual production idea that has come to radio in its new era of greater and more concentrated showmanship is that generated on behalf of Gillette Safety Razor Co. Ruthrauff & Ryan, the agency handling the account, produced the Sunday night *Community Sing* for Gillette. The program came to the national network of CBS after a tryout without parallel in broadcasting history.

Taking a leaf from the notebook of theatrical producers, the Gillette *Community Sing*, before reaching the network stage, was sent to Boston for a tryout on 10 Yankee Network stations. All the elements present in the current series were represented in the New England tryouts. Comedian Milton Berle, Billy Jones & Ernie Hare, Wendall Hall and Andy Sanella's orchestra were the elements. The tryout, beginning in July, was designed to discover the best possible entertainment combination that could result from the juggling of entertainers and formulae.

After ten weeks, Charles Pritzker, advertising manager for Gillette, Myron Kirk, chief of radio for our agency, and I decided that the program had finally reached a stage of detailed production and organization that would permit it to become a network feature with only the slightest element of doubt and apprehension.

The *Community Sing* had its premiere on Sunday night, Sept. 6, at 10 p. m., over CBS with 103 stations. We are proud of the radio "scoop" we achieved on that first broadcast. Four hours before the show took to the air, Mrs. Beryl Markham, the English aviatrix who flew "solo" across the Atlantic and set a new feminine standard, was signed. Berle interviewed Mrs. Markham and the program was launched auspiciously with one of the high-spots of the current broadcasting season.

The program formula is now a definite one with the three definite departments: Wendell Hall, the popular "red-headed music-maker" as song-leader; Billy Jones and Ernie Hare, the Happiness Boys, with their audience interviews; and Milton Berle, as a new and different radio comedian.

Realizing that no radio campaign is sufficient unto itself, Gillette, through its agency, began simultaneously with the program an intensive advertising-merchandising drive. The keynote of the campaign—with a heavy schedule of complete national advertising—is that of "good-will building". Its basic principle is to create a friendly feeling toward Gillette and the dealers who handle the Gillette products. The program itself is the first on the air ever to have included the listeners at home in entertainment from the studios.

Numerous merchandising tie-ups between dealers and the program producers are planned and several are already getting under way.

We feel that a complete, extensive mapping-out of the program with each of its possible ramifications considered and weighing the advertising and merchandising of the product to be sold over the air, is one answer to the major problems of air advertising.

Kosto Dessert Spots

KOSTO Co., Chicago (dessert), on Oct. 1 started a 26-week announcement campaign on WINS, WBBM, WWJ, KSD, WSPD, WMBC and WOOD, using 100-word announcements describing premium offers to women and children and urging them to read about these premiums in the folders to be found in each package of the product. Frequency of announcements varies from three to six weekly, except on WMBC, where 12 announcements in Polish are used each week. Agency: Perrin-Paus Co., Chicago.

Demanding Attention › › AND GETTING IT!

"Something New Club"

CREATED BY THE celebrated author, lecturer, and radio artist, Alexander McQueen. A daily, fifteen-minute program combining a blend of amazing, amusing, original information, that demands attention . . . arouses interest . . . commands a following . . . and holds it.

Provided in script form, all ready for snappy presentation. Available to a limited number of stations on an exclusive basis. Easy to put on. Easy to sell. Send for particulars, low rates, and sample script.

2 OTHER WINNERS

DOMESTICALITIES, of interest to all women . . . and RADIADS, a commercial continuity service for stations. Sample material gladly furnished. Ask about them.

RADIAD SERVICE

5919 SOUTH WOOD ST » » CHICAGO ILLINOIS

XUM

AGENCIES AND REPRESENTATIVES

ROBERT W. MICKAM, at one time with Erwin Wasey & Co., New York, has joined Lavin & Co. Inc., Boston agency, as vice president.

JACK KORN, formerly vice-president of Philip Klein Inc., Philadelphia, has resigned to join the Philadelphia office of Erwin, Wasey & Co. Inc.

JOSEPH T. AINLEY, radio director of Leo Burnett Inc., Chicago agency, is flying between Chicago and New York each week to supervise the Real Silk program featuring Edwin C. Hill, originating from NBC's Radio City studios each Sunday night.

J. C. JEFFERSON, formerly with Campbell-Ewald Co., Detroit, and Brooke, Smith & French Inc., in the same city, has been appointed radio time buyer for de Garmo Corp., New York, succeeding M. E. Boehm, resigned.

FRANKLIN W. ORVIS has become a member of the radio production staff of Batten, Barton, Durstine & Osborn Inc., New York. He was formerly vice-president of Equinox Co., New York, hotel operators.

L. C. COLE, formerly with Desmond's, Los Angeles department store, who at one time headed his own agency in San Jose, Cal., has joined the Sidney Garfinkel Advertising Agency in San Francisco as account executive. He will service radio along with other accounts.

LOUIS S. HOYT has joined the San Francisco staff of Beaumont & Hohman Inc., as account executive and will service radio along with other media.

NEISSER-MEYERHOFF Inc., Milwaukee branch, has moved to Colby & Abbot Bldg.

New Firm of Reps

Mr. Dorman

A NEW firm in the radio and newspaper representation field was established Oct. 1 when John H. Perry & Associates opened offices at 225 W. 39th St., New York. Mr. Perry is publisher of the *Reading* (Pa.) *Times, Jacksonville* (Fla.) *Journal, Pensacola* (Fla.) *Journal* and *News* and *Panama City* (Fla.) *Herald*, all of which will be represented on an exclusive basis along with WCOA, Pensacola, also owned by the Perry interests. William K. Dorman is New York manager. Agencies have been notified that advertising placed with WCOA and the Perry publications on contracts made prior to Oct. 1 will continue to be billed through the E. Katz Special Adv. Agency until these contracts expire.

RAYMOND SULLIVAN, vice president of Ruthrauff & Ryan, Inc., New York, and Myron Kirk, radio director, arrived in Hollywood early in October in connection with the Joe Penner program and to open offices locally.

CARL NISSEN, recently commercial manager of KNX, Hollywood, early in October became associated with the R. H. Alber Co., Los Angeles agency, as vice president.

FLETCHER & ELLIS Inc., New York agency, has opened a Los Angeles office with Chet Crank as vice president in charge with offices in the Beaux Arts Bldg. Mr. Crank has been operating for several years at the same address with his own agency, Chet Crank Inc.

Announcement

Effective October 1st, 1936

WCOA

Pensacola, Florida

A Columbia Broadcasting System Affiliate

Is exclusively represented in
the national field by

JOHN H. PERRY ASSOCIATES

225 West 39th St., New York City
Telephone: PEnnsylvania 6-0325
Branch offices in other principal cities

William K. Dorman, Mgr. N. Y. office

●

WCOA offers three cooperative forms of advertising for the price of one. Interested? Why not drop us a line!

22,900 RADIO HOMES
SERVED BY WCOA

FEMININE — Defying the taboo which has for years kept the NBC Chicago announcing staff an exclusively masculine group, Martha Linn has stepped in and is now announcing *Tuneful Topics* on WMAQ and *A Musical Revue* on WENR, participating programs, every weekday afternoon. Miss Linn, who writes as well as announces her programs, has been in radio since its early days, with stations and agencies, as announcer, actress, writer and producer.

Largest Capital Studio Included in New Layout Of U. S. Recording Co.

ELABORATE new studio facilities are being constructed in Washington by U. S. Recording Co., which has leased the Rialto Theatre and plans to have remodeling completed by Nov. 1. R. J. Coar, head of the concern, is installing additional equipment for transcriptions and will have lines to a number of government offices and the Capitol.

Unique in the layout will be the recently rebuilt theatre auditorium, containing 1,100 overstuffed arm chairs set in rows 60 inches apart. It will be the largest radio studio in the capital. A control booth is being built in the pit and the stage will accommodate a full symphony orchestra. Acoustics of the auditorium are being perfected and celotex treatment is being given to a studio capable of accommodating a 50-piece orchestra as well as a small studio for individual performances.

U. S. Recording Co. will lease the studios for NBC programs keyed from Washington and for big local programs staged by WRC and WMAL, having priority over the theatre interests, at present showing revivals of motion pictures. Studio equipment will include Western Electric eight-ball and RCA velocity microphones.

Seattle Milk Drive

TO STIMULATE the sale of bottle milk, Seattle Milk Shippers Association on Oct. 2 inaugurated a series of programs over KJR starting Oct. 2. The program is a behind-the-scenes sports review with Tubby Graves, University of Washington coach, as commentator. The schedule calls for two 15-minute programs a week. It is the first radio venture by the Association.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BRODCASTING:

Canada Dry Ginger Ale Co. Inc., New York (soft drinks)
Columbia Plush & Puff Co., Brooklyn, N. Y. (powder puffs)
E. Griffiths Hughes Inc., Rochester (cosmetics)
J. A. Case Co., Denver (toothpowder)
Argotane Co., Memphis (medicine)
Smithfield Ham & Products Co. Inc., Smithfield, Va.
Copeland Refrigerator Corp., Detroit
Derby Oil Co., Wichita, Kans. (gasoline & oil)
Mid-Continental Petroleum Corp., Tulsa, Okla. (gasloine & oil)
Cape Cod Steamship Co., Boston
Wilson & Co. Inc., Chicago (meat)

RADIO RELEASE Ltd., Hollywood transcription studios operated the last three years by Hal Huff, went out of business Oct. 1.

THREE more stations have signed for World Library. They are WELI, New Haven; CHNS, Halifax, N. S.; CJCA, Edmonton, Alta.

FRANKEL-KAY-DIAMOND Inc., 6404 Sunset Blvd., New Hollywood program producing firm, has started to produce 52 quarter hour programs called *Tim's Rancho Adventures*, at the studios of Associated Cinema, Hollywood. They are designed for sponsorship by clothing and department stores.

STANDARD RADIO Inc., Hollywood, has completed production of *Organ Treasures* after a delay caused when Don Allen, production manager, was shot Sept. 12 by a burglar. The series consists of 200 public domain selections combined with voice and solo instruments.

SCHWEIZERISCHE Rundspruchgellschaft, Bern, Switzerland, the government controlled radio system in that country, has contracted for the NBC *Thesaurus* to be used on three stations. It is the first European broadcasting company to sign for the library. The deal was handled by Max Jordan, NBC's continental representative, at Basle, Switzerland. New domestic clients for *Thesaurus* are WAPO, Chattanooga; WTJS, Jackson, Tenn.; KGCX, Wolf Point, Mont.

Open Hollywood Office

CONSOLIDATED Radio Artists Inc., recently organized dance-band management organization, announces the formation of its Hollywood office in the Equitable Building there with Cliff Webster in charge. The Hollywood office is CRA's fourth. Others are located in New York, Cleveland and Chicago. Among the bands in the CRA fold are Paul Whiteman, Ferde Grofe, Leo Reisman, Peter Van Steeden, Frank Black, Russ Morgan. Charles E. Green, president, opened the Hollywood office personally and returns to his headquarters in New York about Oct. 20 after a personal inspection tour of his offices.

Ballou at KPDN

DAVE BALLOU, former Eastern representative for Standard Radio Inc., transcription company, and before that with KFWB and other California stations, has joined KPDN, Pampa, Tex., as manager. Mr. Ballou left Standard Radio last month to reenter the station field.

RADIO ADVERTISERS

ATLAS BREWING Co., Chicago (Atlas Special Brew), has appointed Henri, Hurst & McDonald Inc., Chicago, in charge of advertising.

PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings) has named Henri, Hurst & McDonald Inc., Chicago, to direct advertising.

HEALTHAIDS Inc., New York (Serutan) has appointed Franklin Brack Adv. Corp., New York, to service its advertising, including radio.

FRANK H. FLEER Corp., Philadelphia (chewing gum), has named Aitkin-Kynett Co., that city, to service its advertising.

NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville, is placing advertising east of the Rockies through C. P. Clark Inc., Nashville, and west of the Rockies through C. Ellsworth Wylie Co., Los Angeles.

WILSON & Co., Chicago, is placing its Tender-Made ham account through U. S. Adv. Corp., Chicago.

GARDNER MFG. Co., Philadelphia (cleaning powder) is advertising through DeGarmo Corp., New York, and plans to use radio.

NEVA-WET Corp. of America, New York (water repellant) is advertising through Gotham Adv. Co., New York.

MARSHALL CANNING Co., Marshalltown, Ia., has placed its account with Stack-Goble Adv. Agency, Chicago.

MINARD Co., Framingham, Mass. (inhalant) has appointed Chas. W. Hoyt Co. Inc., New York, to place advertising.

GARDNER MFG. Co., Philadelphia (cleaning powder) has appointed DeGarmo Corp., New York, as advertising counsel. A spot radio test campaign is contemplated along with a newspaper schedule.

RAYMI LABORATORIES Inc., New York (Resista-Run) has appointed E. T. Howard Co. Inc., New York, to service its account. The firm manufactures a preparation designed to increase the life of underwear and hosiery. Radio and a magazine are being used locally in New York.

DORTHY GRAY, New York (cosmetics) a subsidiary of Lehn & Fink Inc., New York, effective Jan. 1, 1937, has appointed William Esty & Co., New York, to handle its account.

CLINE & JOHNSON Co., Owosso, Wis. (C & J beans) has appointed Advertisers Inc., Madison, Wis., as agency.

GARRETT & Co., Brooklyn (wine) has placed its account with U. S. Adv. Corp., New York.

ACQUIN PRODUCTS Co., St. Louis, advertising through Kelly-Stuhlman Adv. Co. Inc., that city, is planning a campaign including radio.

LOCAL LOAN Co., Chicago (personal loans), on Oct. 4 began a winter series on WBBM, Chicago, broadcast Sundays, 1-1:15 p. m. Program is Pat Flanagan's *Flanagrams* of inside sports dope which this company has sponsored for two summers as a daily feature immediately preceding each of Flanagan's baseball broadcasts but which has heretofore been dropped during the winter. The Sunday series will continue until the start of the 1937 baseball broadcasts, which Local Loan will again sponsor daily.

KANE'S, operating a chain of 15 furniture stores in New England, has started a half-hour Sunday series on WCOP, Boston, and is supporting it with 300 spot announcements. Salinger & Publicover, Boston, is agency.

HUNTING MAN-MADE STATIC

Radio Detectives of WPA Snoop Around Newark —To Find Sources of Interference—

STUDIES to locate the origin of electrical disturbances interfering with radio reception are being conducted by more than two-score persons employed on an unusual Works Progress Administration project at Newark, N. J. The project, sponsored by the Newark Public Safety Department, will include all of Essex County in its survey.

A CBS program Oct. 10 showed how man-made static mars reception.

Elements which interfere with police radios and commercial sets will be studied with a view of eliminating the causes of man-made static as much as possible. Disturbances which interfere with reception may usually be found in one of the following five classifications: (1) Street railways; (2) industrial equipment; (3) household electrical appliances; (4) power lines, and (5) electro-medical apparatus.

On Goes the Search

TEN GROUPS of three field workers each, have been assigned to search out the disturbance centers in Newark and throughout Essex County. Five of the groups act as "detectives" and the remaining five as checkers. The "radio detectives" are equipped with portable receiving sets having ear phones and directional loop antennas. The volume controls are connected with a meter which will register the amount of power necessary to bring signals in clearly.

Another group of WPA workers, the checkers, are supplied with the information gathered by the "detectives" and next day request the permission to investigate noise makers. Representatives of the city ask the cooperation of the owner in the elimination of the interference. In the event of a refusal, a Newark city ordinance may be invoked to force the correction of faulty apparatus.

This procedure was outlined by Samuel B. Finklestein, administrative clerk under Public Safety Director Michael P. Duffy of Newark. Mr. Finklestein has general supervision of the radio project. He is in charge of the police radio maintenance shop and is a licensed radio operator.

Elimination of electrical disturbances will enable the police radio transmitter in Newark to use lower-powered sending apparatus thereby saving the cost of more powerful and expensive equipment. Also, the decrease in interference will promote the efficiency of police and private receiving sets.

Forty-six WPA workers are employed on the project. The working unit consists of a supervisor, two electrical engineers, 12 senior field clerks, 18 junior field clerks, two junior engineers, a senior draftsman, three draftsmen, two radio repair men, a woman executive secretary, two typists, a file clerk and a timekeeper.

Upon the completion of the project, which will cover some 18,000 miles of highways and streets in Essex County, charts will be made showing the volume needed for clear reception in each section. Each chart will represent a maximum of two blocks. Maps will be made for Essex County's 21 municipalities, indicating the volume levels of audibility. Lines and similar indices will show by various colors the intensity of reception and from the maps the transmitter strength necessary to reach all points may be determined.

Ship Line New Sponsor

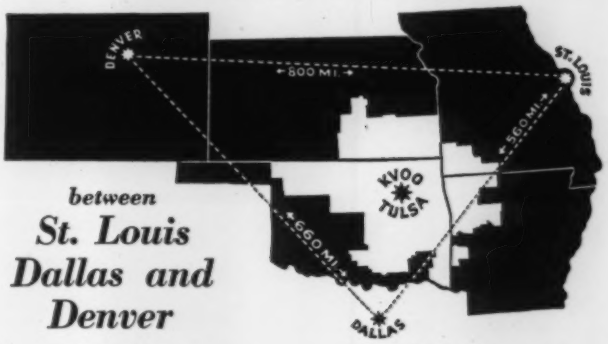
ANCHOR LINE, a subsidiary of Cunard White Star Ltd., New York, began a series of quarter-hour evening programs on Oct. 10 over WBNX, New York, devoted to resumes of the day's soccer games. The program is believed to be a radio test for the line. Terry Long does the announcing and the program is designed to appeal to the Irish listeners of WBNX who might be interested in the Anchor Line's service from America to Ireland. The account was placed direct.

Brownatone Testing

KENTON PHARMACAL Co., Covington, Ky. (Brownatone hair dye), is using one-minute dramatized announcements spotted in station breaks in the early afternoon three times weekly in a test campaign on WMC, WWL, KRLD, WHK, WHKC, WHB. Agency is Roche, Williams & Cunnyngham Inc., Chicago.

There Are
192
"Reasons Why"
Loan Radioaids
sell
Loans!
Wire or Write
"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.
1357 No. Gordon
Hollywood, Calif.
•
Also available
Laundry Furniture
Used Car Ice Cream
Bread Jewelry
RADIOAIDS

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver
Covers the Heart of the Triangle
25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE
More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.
EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco
KVOO
"THE VOICE OF OKLAHOMA"—TULSA

WLAK
Imperial Polk County
KGFI
EAGLE BROADCASTING COMPANY, Inc.
KGY
KFKA
GREELEY, COLORADO
Texarkana Gazette
KRLH
BROADCASTING STATION
KMO
KBIX
LINER'S BROADCASTING
KMLB
RADIO STATION
KWYO
CADENA RADIODIFUSORA MEXICANA, S.A.
WKBB
KPQ
Broadcasting Co.
RADIO STATION CKCW
RADIO STATION
KVOS
WASHINGTON-IDAHO BROADCASTERS
KUJ
KRLC
RADIO STATION
WJNO
HAZLEWOOD Inc
WJW
NEW BRUNSWICK BROADCASTING CO. LIMITED
SAINT JOHN, N.B.
CHSJ
KWBG
HUTCHINSON, KANSAS
THE FOOTHILLS NETWORK
KDFN
BROADCASTING STATION
CASPER, WYOMING

WORLD

WORL

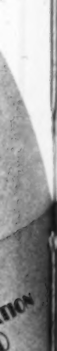
"Up-to-th

ATLANTA CH

WORLD PROGRAM SERVICE
SUBSCRIBERS

WAPI	Birmingham, Ala.	WMBR	Jacksonville, Fla.	WTAX	Springfield, Ill.	KMLB	Monroe, La.	KWK	St. Louis, Mo.	KLPM
KOY	Phoenix, Ariz.	WQAM	Miami, Fla.	WTRC	Elkhart, Ind.	WFBR	Baltimore, Md.	KGBX-KWTO	Springfield, Mo.	WJW
KELD	El Dorado, Ark.	WDBO	Orlando, Fla.	WGBF	Evansville, Ind.	WTBO	Cumberland, Md.	KFBB	Great Falls, Mont.	WCKY
KUOA	Fayetteville, Ark.	WCOA	Pensacola, Fla.	WLBC	Muncie, Ind.	WFMD	Frederick, Md.	KFAB	Lincoln, Nebr.	WHK
KFPW	Ft. Smith, Ark.	WSUN	St. Petersburg, Fla.	WMT	Cedar Rapids, Ia.	WEEI	Boston, Mass.	KOIL	Omaha, Nebr.	WHKC
W6XAI	Bakersfield, Cal.	WTAL	Tallahassee, Fla.	WOC	Davenport, Ia.	WCOP	Boston, Mass.	KGGM	Albuquerque, N. Mex.	WSPD
KLX	Oakland, Cal.	WJNO	West Palm Beach, Fla.	WHO	Des Moines, Ia.	WTAG	Worcester, Mass.	KIUJ	Santa Fe, N. Mex.	WKBN
KIEM	Eureka, Cal.	WLAK	Lakeland, Fla.	WKBB	Dubuque, Ia.	WCSH	Portland, Me.	WOKO	Albany, N. Y.	KADA
KNX	Los Angeles, Cal.	WTFI	Athens, Ga.	KFBI	Abilene, Kans.	WHDF	Calumet, Mich.	WGR-WKBW	Buffalo, N. Y.	KVSO
KVOR	Colorado Springs, Colo.	WGST	Atlanta, Ga.	KGGF	Coffeyville, Kans.	WJR	Detroit, Mich.	WOR	New York City (Newark)	KCRC
KFEL-KVOD	Denver, Colo.	WRDW	Augusta, Ga.	KWBG	Hutchinson, Kans.	CKLW	Detroit, Mich. (Windsor)	W2XR	New York City	KVOO
KGHF	Pueblo, Colo.	WMAZ	Macon, Ga.	KIUL	Garden City, Kans.	KROC	Rochester, Minn.	WHDL	Olean, N. Y.	KBIX
KFKA	Greeley, Colo.	KIDO	Boise, Idaho	WIBW	Topeka, Kans.	KSTP	St. Paul, Minn.	WMFF	Plattsburg, N. Y.	KFJI
WTIC	Hartford, Conn.	KID	Idaho Falls, Idaho	WLAP	Lexington, Ky.	WEBC	Duluth, Minn.	WHAM	Rochester, N. Y.	KOIN
WELI	New Haven, Conn.	KRLC	Lewiston, Idaho	WJBO	Baton Rouge, La.	WQBC	Vicksburg, Miss.	WFBL	Syracuse, N. Y.	WCBA
WJSV	Washington, D. C.	WGN	Chicago, Ill.	WDSU	New Orleans, La.	WAML	Laurel, Miss.	WBIG	Greensboro, N. C.	WLEU
WRUF	Gainesville, Fla.	WJBL	Decatur, Ill.	KRMD	Shreveport, La.	KMBC	Kansas City, Mo.	WSJS	Winston-Salem, N. C.	WKBO

XUM



LD presents 29 new stations

● In July, 8 stations—in August, 7—in September, 14—a total of 29 radio stations have been added in 3 months as new subscribers to World Program Service! Year after year, many of the nation's leading stations have broadcast World's famous Library music with increasing success. Still the roster of subscribers continues to lengthen. New outlets in Canada, Mexico, and more than a score in the United States! World Broadcasting System welcomes these new affiliates, and pledges full cooperation for the future.

The growing popularity of WORLD PROGRAM SERVICE among millions of listeners and hundreds of station operators runs a close parallel to the growing success of the advertisers who use the facilities of World Broadcasting System.

No other organization has so powerfully contributed to the improvement of business for such a large number of broadcasting stations. Since 1929, World has never swerved from its course. World has produced more and more revenue for radio stations. World alone has always actively and aggressively promoted the cause of faultless electrical transcriptions. As a result, NAB Reports show electrical transcriptions enjoying the fastest present-day rate of growth in radio. National sponsorship has increased more than 50%. Local advertisers, encouraged by the sound advice of experienced station operators, are building bigger, better, and LONGER programs around the many features of WORLD PROGRAM SERVICE—the original transcription library service, now in its 136th Consecutive Week.

If you are not fully informed of the facts about WORLD PROGRAM SERVICE — the World library of 1,600 selections, with 48 new additions each month—the smart, salable continuities—the many other sales aids—the all-important precision-method characteristics of World's Wide Range Vertical recording and "matched quality" reproduction—then let us tell you these facts. Base your sales of local time on the use of WORLD PROGRAM SERVICE features. Join WORLD and make 1937 a prosperity year for your station! . . . Address inquiries to Station Relations Manager, Transcription Headquarters, 711 Fifth Avenue, New York City.

WBS

ORLD BROADCASTING SYSTEM

"Up-to-the-Minute Entertainment from TRANSCRIPTION HEADQUARTERS"

TA CHICAGO LOS ANGELES NEW YORK SAN FRANCISCO WASHINGTON

KLPM	Minot, N. D.
WJW	Akron, Ohio
WCKY	Cincinnati, Ohio
WHK	Cleveland, Ohio
WHKC	Columbus, Ohio
WSPD	Toledo, Ohio
WKBN	Youngstown, Ohio
KADA	Ada, Okla.
KVSO	Ardmore, Okla.
KCRC	Enid, Okla.
KVOO	Tulsa, Okla.
KBIX	Muskogee, Okla.
KFJI	Klamath Falls, Ore.
KOIN	Portland, Ore.
WCBA	Allentown, Penna.
WLEU	Erie, Penna.
WKBO	Harrisburg, Penna.
WCAU	Philadelphia, Penna.
WEEU	Reading, Penna.
WGBI	Scranton, Penna.
WJAR	Providence, R. I.
WCSC	Charleston, S. C.
WIS	Columbia, S. C.
KABR	Aberdeen, S. D.
WOPI	Bristol, Tenn.
WDOD	Chattanooga, Tenn.
WREC	Memphis, Tenn.
WLAC	Nashville, Tenn.
KGNC	Amarillo, Texas
KFDM	Beaumont, Texas
KGFI	Corpus Christi, Texas
WBAP	Ft. Worth, Texas
KTSM	El Paso, Texas
KXYZ	Houston, Texas
KRLH	Midland, Texas
WOAI	San Antonio, Texas
KGKO	Wichita Falls, Texas
KCMC	Texarkana, Texas
KDYL	Salt Lake City, Utah
WNBX	Springfield, Vermont
WSVA	Harrisonburg, Va.
WRVA	Richmond, Va.
WDBJ	Roanoke, Va.
KXRO	Aberdeen, Wash.
KVOS	Bellingham, Wash.
KGY	Olympia, Wash.
KOL	Seattle, Wash.
KMO	Tacoma, Wash.
KUJ	Walla Walla, Wash.
KPQ	Wenatchee, Wash.
KIT	Yakima, Wash.
WHIS	Bluefield, W. Va.
WHBY	Green Bay, Wisc.
WKBH	La Crosse, Wisc.
WIBA	Madison, Wisc.
WOMT	Manitowoc, Wisc.
KWYO	Sheridan, Wyoming
KDFN	Casper, Wyoming
KGMB	Honolulu, T. H.
CANADA	
CFAC	Calgary, Alberta
CJCA	Edmonton, Alberta
CJAT	Trail, British Columbia
CKWX	Vancouver, B. C.
CJRC	Winnipeg, Manitoba
CKCW	Moncton, New Brunswick
CHSJ	St. Johns, New Brunswick
CKAC	Montreal, P. Q.
CKCV	Quebec, P. Q.
CJRM	Regina, Sask.
FOREIGN	
2 GB	Sidney, Australia
5 DN	Adelaide, Australia
3 KZ	Melbourne, Australia
RADIO	TOULOUSE—Paris, France
XEW	Mexico City, D. F.

Democratic Discs

DEMOCRATIC National Committee, New York, has placed orders for transcriptions to be placed on 20 stations Oct. 15-Nov. 2, Mondays through Saturdays. RCA-Victor and Decca Records shared the cutting of the quarter-hour discs which are split into two series. One is entitled *Friends & Neighbors* and the other *Democratic Review*. More stations may be added to the list, which follows: KSTP, KDYL, WBZ-WBZA, WHO, KGDE, KROC, KLPM, KFYR, KFEL, KVOR, KSUN, KCRC, KOY, WDAY, WTCN, KMA, WOWO, KVOA, KUMA. Loomis & Hall Inc., Miami, placed the account.

SPOTLITES
5 MINUTE
DRAMATIC AND
MUSICAL SPOTS
BUILT FOR LOCAL
SPONSORSHIP
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

STUDIO AND PROGRAM NOTES

FORMERLY a sustaining feature, the *Bureau of Missing Persons* on Oct. 19 will become a sponsored morning 5-minute program over WWJ, Detroit, daily under the auspices of Forest Cleaners & Dyers Inc. The program describes persons whose whereabouts are unknown and desired by relatives or friends. Simons-Michelson Co., Detroit agency, placed the time.

EFFECTIVE Oct. 3, KDYL, Salt Lake City, remains on the air until 2 a. m. Sunday mornings with the *All-Request Hour* filling the extra hour. The feature has proved so popular with Saturday night listeners that the decision to stay on another hour was reached. KDYL, the other six days of the week, operates from 6 a. m. to 1 a. m. (MST).

FOUR advertisers who have joined the nation-wide drive for highway and traffic safety, are sponsoring a unique Monday night program over KQW, San Jose, Cal., which has won the approval of the National Safety Council, the San Jose Junior Chamber of Commerce and that of city and county officials. Titled *Safety Lane*, the quarter hour program, heard at 9:15 p. m., gives news of traffic accidents, statistics, and suggestions for safe driving are presented in a dramatic, interesting way by use of four voices and sound effects. Show is written and produced by Gene Clark, with James E. Doyle, announcer, as narrator. Sponsors of the program are: Ralph Bergren Electric Co. (Guide Headlight Adjuster); Stuart Bronson Co. (General Tires); Porter's Brake Shop (American Brake Block), and the Farmer's Insurance Exchange (automobile insurance).

TEST IT *first* ON KEX

This station has an ideal set-up for the advertiser who is desirous of "testing" his program before making expansion plans.

Famed for its showmanship, the high caliber of ALL local presentations, KEX offers the largest staff of artists, writers, composers and technicians of any Portland station. With a great radio coverage in the rich, Oregon market—where buying power is much higher than the national average—you can, at very low cost, check your early results.

KEX 5000 watts—1180 K.C. (NBC Blue Network). The only station in Oregon operating on a clear channel. Representatives: Edward Petry & Co., Inc. New York, Chicago, Detroit, San Francisco.

RADIO SERVICE OF THE OREGONIAN

After-Midnight Sold

ATLANTIC BREWING Co., Chicago (Tavern Pale Beer), has taken over sponsorship of an hour, 1 to 2 a. m., of the *Night Watch* program of recorded music and news flashes that is broadcast from midnight to 4 a. m. seven days a week on WIND, Gary, Ind. Contract runs for 52 weeks and so anxious was the sponsor to secure the spot that he paid for the full year in advance.

TEXAS school children are radio performers in a series of broadcasts recently inaugurated from the Texas Centennial Exposition by E. I. du Pont de Nemours & Co. Performers are being chosen from the groups brought to the Texas World's Fair from various school districts of the state. These pupils, each group of which spends two days at the Exposition, give an hour's program in the Hall of State, and at that time a 15-minute radio program is made up of the outstanding talent among them. These programs, sponsored by Du Pont, are broadcast from the Gulf Exposition studios over WFAA from 10:15 to 10:30 p. m. each Monday, Wednesday and Friday.

KFWB, Hollywood, celebrated the bringing of Boulder Dam power and light to the City of Los Angeles, Oct. 7 with a community sing, led by Charles W. Hamp, with officials of the Municipal Bureau as guests.

UNIVERSITY Broadcasting Council, research organization in the field of educational broadcasting that operates under the joint auspices of Chicago, Northwestern and De Paul universities, on Oct. 6 started *Science in the News*, Tuesdays, 6-6:15 p. m. on the NBC-Red Network. The program, a non-technical account of news in the field of science, features each week a famous scientist who will relate the week's most important event in his particular realm. The scientist will fill about five minutes, an anonymous voice using the remaining time to report on other fields of scientific research. Dr. Arthur H. Compton, famous physicist and winner of the Nobel prize in 1927, opened the series.

WJR, Detroit, has resumed its broadcasts from the University of Michigan in collaboration with the university's extension division. Starting Oct. 11, a 9 a. m. Sunday broadcast began featuring musical lectures with programs, and at 12:45 Sundays a half hour is devoted to broadcasts for adults featuring mental hygiene, stamp collecting, hobbies and other programs all under the direction of faculty members.

DURING the recent Texas floods Elbert Haling, of KFJZ, Fort Worth, rode with a cargo of yeast in a plane that had been chartered by Standard Brands for delivery purposes, to survey damage at San Angelo, more than 200 miles away. The same day he was back in the studio giving the first word picture of damage in the distressed area. KFJZ has a weekly quarter-hour aviation program, started in September.

ON WMCA, New York, is a new Sunday evening series taking the former *Good Will Court* period and titled *Gift of Gab*, with John S. Young and William Wiseman, the last-named being WMCA's attorney, as announcers. It is Mr. Wiseman's first radio effort.

AFTER the success of its *Kangaroo Club Programs* from an open-air theatre during the summer, KDYL, Salt Lake City, is continuing the series through the fall and winter under the title *Kangaroo Artists Revue*. No studio audience is permitted, however. Youngsters under five work from memorized script in musical and dramatic skits.

WHEN an explosion wrecked the General Tire Co. service station in Flint, Mich., WWJ, Detroit, sent the *Detroit News* airplane and a mobile truck to the scene. A few days later a WWJ mobile unit, with Bill Mishler as announcer, went to Milan, Mich., to cover a train wreck in which 17 persons were injured when two trains crashed headon.

A LIFETIME of happy wedlock is the sentence handed out to engaged couples taking part in *Cupid's Court*, half-hour Sunday afternoon series over KRNT, Des Moines, and WMT, Waterloo. A beverage firm signed for the series the same day the idea was developed by David Nowinson and Ranny Dayly of the Iowa Network program department. The network is producing the Food Show for the Des Moines Retail Grocers' Association for the fourth successive year.

A "PET PEEVE" or "Gripe" contest is conducted weekly by KGNF, North Platte, Nebr., and sponsored by a local dry cleaning establishment. Listeners are invited to send in entries, telling what annoys them most during the day. The sponsor offers weekly prizes of cleaning credit to winners. The contest rates as one of KGNF's best mail pullers and the sponsor's results are described as amazing.

CBS has completed arrangements with the Cincinnati Institute of Fine Arts for the broadcasting of 13 Friday afternoon concerts of the Cincinnati Symphony orchestra, conducted by Eugene Goossens, beginning Oct. 16, 2:45-4 p. m. In addition CBS will present five children's concerts by the same orchestra and conductor from 3:30-4 p. m. on Nov. 15, Dec. 15, Feb. 2, March 16, and April 13.

Regional Heads Named For NAB Sales Group

DESIGNATION of six geographical divisions of the Sales Managers' Division of the NAB, each headed by a chairman, was announced Oct. 2 by J. Buryl Lottridge, chairman of the Sales Managers' group. Pursuant to organization policy outlined by the executive committee of the group, the divisions have been set aside to handle regional activities on interchange of sales information.

E. Y. Flanigan, WSPD, Toledo, was appointed chairman of the northeastern division comprising Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, Ohio, Indiana, Michigan, Kentucky, Virginia, West Virginia; Mallory Chamberlin, WMC-WNBR, Memphis, was named chairman of the southeastern division including Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi; Jack Gross, KWKH, Shreveport, chairman of the south central division including Missouri, Kansas, Oklahoma, Arkansas, Texas, Louisiana; Craig Lawrence, KSO, Des Moines, chairman of the north central division including Nebraska, Iowa, Illinois, Wisconsin, Minnesota, North Dakota and South Dakota; D. H. Vincent, KSL, Salt Lake City, chairman mountain division including Montana, Idaho, Wyoming, Colorado, Utah, New Mexico and Arizona, and H. M. Feltis, KOMO-KJR, Seattle, chairman Pacific division including Washington, Oregon, Nevada, California.

RADIO FEATURE SERVICE Inc., New York radio publicity concern, has taken new quarters at 420 Madison Ave. Its Hollywood office is located in the Taft Bldg.

Foreign Language Spots for Politics

Democrats Use Discs, G.O.P. Spots on Big Station Lists

SPOT campaigns, using transcriptions, studio programs and announcements, got under way for both the Democratic and Republican national committees early this month, featuring largely foreign language appeals to various groups. Although somewhat belated, the spot schedules were planned to carry through the month of October and until the Nov. 3 elections, supplementing the more extensive network efforts of the major parties.

The foreign language division of the Democratic committee placed its programs in six tongues in 12 cities through Robert Dargi, New York, with transcriptions by Radio & Film Methods Corp., New York. Except for WBNX, New York, on which half hour programs are used, the disk shows were of 15 minutes duration, placed as follows:

Italian—WCBM, WMEX, WELI, WTEL, WSPR, WPRO, WMBC, WGES, WEBR, WBNX, WHOM, WFAB.

German—WBNX, WHOM, WCBM, WWSW, WEBR, WGES, WMBC, WTEL, WJAY, WFAB.

Jewish—WCBM, WMEX, WJAY, WMBC, WWSW, WGES, WDAS, WBNX, WHOM, WFAB.

Polish—WMBC, WCBM, WHOM, WTEL, WEBR, WWSW, WBNX, WSPR, WJAY, WELI, WFAB.

Hungarian — WELI, WBNX, WCBD, WMBC, WWSW.

Greek—WWSW, WORL, WBNX, WHOM.

G.O.P. in 29 Languages

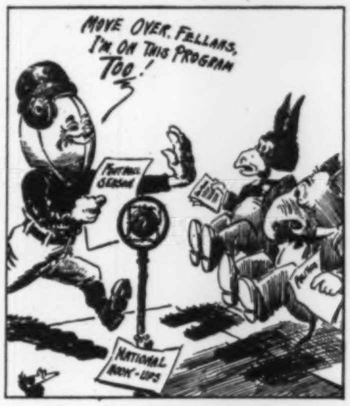
THE REPUBLICANS' naturalized citizens division is using a wider list of stations with its foreign language appeals, ranging from 100-word announcements to programs and talks of 15 or 30 minutes. These are written first in English at Chicago or New York headquarters and then translated into the various languages and sent to the individual stations. Transcriptions were at first considered but dropped as too inelastic for varying local conditions. Selection of speakers, where used, is left to the local party organization. Staggered schedules are used and 29 languages are represented.

The naturalized citizens division of the Republican committee is headed by M. W. Tuthill, of New York, with Col. J. V. Houghaling in charge of the Chicago division. Among the stations getting its radio programs are:

WJAY, WJW, WSPD, WKBN, WCAL, KJDE, WDGY, WTCN, WEBC, WMBC, WWAE, WEMP, WRJN, KFIZ, WJAG, KGKY, WNAX, WDAY, KFYR, KFJM, KDLB, KLPM, KGCU, KNX, KFAC, WHO, WMT, KFNF, WGES, WIND, WHBF, WCBD, WCFL, WEDC, WSBC.

Republican Series

REPUBLICAN State Committee, New York (political) has signed for three half-hour programs on a special New York State network of six CBS stations (WIBX, WOKO, WFBL, WHEC, WNBF, WGR) for Oct. 10 and 17 at 9:30-10 p. m., and Oct. 23, 8:30-9 p. m. William Bleakley, the Republican candidate for governor, will be the speaker on these periods. Agency: Brooke, Smith & French Inc., New York.


MOVE OVER, FELLARS, I'M ON THIS PROGRAM TOO!
FOOTBALL SEASON
NATIONAL HOOK-UPS

From Richmond (Va.) Times Dispatch

McKenzie Mill on Three

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Sept. 28 started quarter-hour live talent shows, six morning weekly, on WLS, Chicago; WWVA, Richmond, and WOW, Omaha. Agency: Rogers & Smith Adv. Agency, Chicago.

WOR at Fireside

WOR, Newark, on Oct. 4 started *Let's Visit*, a Sunday evening half-hour in which Ed Fitzgerald and Jerry Franken will ring doorbells and, microphone in hand, enter New York homes for chats with the folks. Descriptions of the homes, discussion of problems of interest to a typical family will mark the series, rather than topical or wisecracking queries.

Du Pont Plans Spots

E. I. DU PONT de NEMOURS & Co., New York (Zerone, anti-freeze) on Sept. 13 began a new series of musical programs featuring *The Jesters & Irene Beasley* on a two station hookup, (WABC, WCAU) the program originating in New York, Tuesdays, 7:30-7:45 p. m. A spot schedule is also being planned for about 11 stations. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

Dog Food Account

WILSON & Co., Chicago (Ideal Dog Food), on Oct. 3 started an eight-week campaign of quarter-hour recorded musical programs on WBBM, Chicago, to be broadcast immediately following that station's football broadcasts. During the baseball season this sponsor has been using time on WGN, Chicago, immediately following the baseball broadcasts under an arrangement that gave it the time between the end of the game and the next quarter-hour break, the length of the broadcasts throughout the summer varying between 30 seconds and 14½ minutes. The agency is Erwin, Wasey & Co., Chicago.

WITH politics accounting for a 15-fold increase in the "talks" classification, NBC broke two records during August when foreign pickups totaled 87 and music represented 67.7% of all program hours. Of the 87 relays from abroad, 52 were from Germany—mostly of the Olympic Games.

"IT'S DISTINCTLY HOOSIER"

. . . says the Los Angeles Times' Radio Editor, writing at a distance of 2,000 miles, about the "Hoosier Hop," a CBS program originated in WOWO's studios and broadcast on a coast-to-coast hookup.

Says the Los Angeles Times:

"We bow to 'Hoosier Hop.' It's as typically midwestern as Grant Wood's 'American Gothic.' It's smartly produced from WOWO in Ft. Wayne, and it is one of the better programs for those who like this type of tuneful, lively music and nonsense.

"It's not hill-billy. It's not jazzy. It's not classical. It's distinctly 'Hoosier.'"

This intimate local "Hoosier" quality of WOWO programs is no accident, but the result of careful planning to meet the needs and satisfy the interests of WOWO's immediate tri-state area audience, a market of over one million and a half persons within the primary coverage area of no other broadcasting station.

WOWO

the HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

Would Bar Communists

WHILE members of the New York State D. A. R. organization on Oct. 7 were passing a resolution which they forwarded to the FCC, demanding that Earl Browder and other Communists be barred from the radio, WVFW, Brooklyn part-time local, announced flatly that it would reject any and all broadcasts by Communists. Harold Burke, director of the station and past commander of the county Veterans of Foreign Wars, which backs the station, said the Communists have three times asked for time but that "whatever happens, they'll never get permission from us."

New Station in Lima

SCHEDULED to go on the air early in November, the new WBLY, Lima, O., 100-watt daytime station on 1210 kc. recently authorized by the FCC, will be managed by Herbert Lee Blye, the licensee and one-time owner of WTBO, Cumberland, Md., with J. R. Payne, formerly with Sipe's Paint Co. of Pittsburgh, as commercial manager. The transmitter is being built by Doolittle & Falknor, Chicago, and the tower is a vertical radiator ordered from International Derrick & Equipment Co., Chicago.

J. LEWIS ASSOCIATES

Public Relations Counsel
Specializing in Radio

Hotel Roosevelt **New York**

GOOD PROGRAM AT SMALL COST

Local Interest, Timeliness, Novelties and Pure Excellence Cited at West Coast Meeting

THE guiding star of all radio broadcasting is entertainment, the thing station managers must not overlook, cautioned Harry F. Anderson, NBC western division sales manager in San Francisco when he spoke Oct. 8 at the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel, that city. Anderson had for his subject "What Am I Bucking?", and during his 30-minute talk gave a review of radio program types, commercial and sustaining, and an analysis of the different hours for broadcasting. The point of view of stations, their interest in building audiences by special events, were also stressed.

Walter A. Burke, in charge of radio research for McMann-Erickson Inc., in San Francisco, who was chairman of the day, followed Anderson as speaker, to discuss "Program Competition", stating that: "The problem which presents itself most forcibly to us agencies here on the Pacific Coast and to our Pacific Coast clients, is how to meet the competition of high-powered and dynamic transcontinentals with our smaller talent budgets".

The Small Budget

"A PACIFIC COAST network program, and even a local broadcast, must in some manner obtain a 'qualitative equality'," he said. "It will get its recognition principally from this one factor. That is to say, when self-interest has selected the type of program the listener wants, only a 'qualitative equality' will prevent him from tuning out the program and looking for something he likes that has a holding quality. By 'quality' we mean, of course, good showmanship.

"Now, the question is, how is it possible to obtain this 'qualitative equality' with a purely Pacific Coast program on a small talent budget? We believe that it can be done. First by appealing to local interest; secondly by releasing a program that has an element of timeliness; thirdly by resorting to innovations and novelties, and last, by pure excellence of broadcast.

"Occasionally a combination of several of these factors may be necessary, but any one of them will give a coast program, or a local broadcast a tremendous advantage. The Gilmore Oil Co.'s *Strange As It Seems* program over the CBS-Don Lee network is a novelty and the talent cost is very modest indeed. Yet interest in this novelty is high. Perhaps as great as if Gilmore actually had Ripley as master-of-ceremonies.

"The California Chain Stores Association program, the *California Hour*, over the same network, is also a novelty as well as an innovation. It's peculiarly a home-talent program and it concerns an issue vital to all of us. All together, these factors give it great local interest. Then there is the *Richfield Reporter*, sponsored by Richfield Oil Co., over NBC. This program has timeliness as well as some local interest appeal. The Associated Oil Co.'s football programs have both timeliness and local interest appeal. *One Man's Family* and the *Standard Symphony Hour*, both NBC features, have built up a large audience simply on the excellence of production. And our *Home Economics* programs have built up individual audiences through the self-interest appeal directed to housewives. Research organizations credit these programs with top rank circulation."

More than 40 radio and agency executives attended the departmental meeting of which Clyde Coombs, NBC-sales representative, is chairman.

Are You Ready For Wider Markets?

National Brokerage Company is prepared to serve efficiently and economically manufacturers of food products and grocery specialties who desire thorough distribution of their products in any or all sections of the country.

Problems of distribution need no longer be based on hunches and hopes.

NBC with its trained sales personnel in all markets offers you assured selling ability at nominal cost based on results.

You can start with NBC in a single section or in several sections and extend as sales and production warrant — or you can cover the entire nation quickly. In any case NBC service will be thorough and resultful.

Inquiries are invited.

National Brokerage Company
A National Sales Organization
Edward M. Power, Jr., *President*
OLIVER BUILDING -:- PITTSBURGH, PA.

Foley on Four Stations

FOLEY & Co., Chicago (Honey & Tar compound), on Oct. 12 started quarter-hour morning programs, six days weekly, 26 weeks, on WLW, WLS and Western Network (KNX, KSFO). Programs are produced locally with live talent, using the McCormick Fiddlers on WLW's *Top of the Morning* period, *Lulu Belle and Scotty* on WLS, and *Honey & Tar* on the West Coast stations. Agency: Lauesen & Salomon, Chicago.

Sterling on 20 Stations

STERLING BREWING Co., Chicago (Sterling Ale), will start *Squire Sterling Entertains*, a 15-minute RCA recorded program, twice weekly for 13 weeks on a group of 20 stations in Illinois, Indiana, Tennessee. Kentucky, Georgia, Texas and Missouri starting in latter October. The agency is Hays MacFarland & Co., Chicago.

$34,000 PRIZES IN BABY CONTEST

PEPSODENT Co., Chicago dentrifice manufacturer sponsoring *Amos 'n' Andy*, will offer prizes totaling $34,000 in a 26-day contest to select a name for Amos' and Ruby's baby. The contest will begin Oct. 20 and close at midnight Nov. 15. A total of 2,832 prizes will be offered for the best names: A first prize of a $5,000 U. S. Government Savings Bond; second prize, a $1,000 baby bond; 10 prizes of $100 baby bonds; 100 prizes of $50 baby bonds; 720 prizes of $25 baby bonds; and 2,000 cash prizes of $2 each. Each entry is to be accompanied by the cardboard carton from any Pepsodent product, the first time the sponsor has honored all sizes of all products in a single contest.

Judges will be Prof. M. J. Freeman of the University of Chicago; Mrs. William B. Walrath, founder and managing director of "The Cradle", noted orphanage; and Miss E. Evalyn Grumbine, assistant publisher of *Child Life*. In addition to the broadcasts, the Pepsodent Co. will promote the baby-naming contest with a half-page in *Liberty* and with comic strips, color half-pages in Sunday comic sections, and radio page advertisements, using 101 newspapers in 61 cities.

During the week every *Amos 'n' Andy* announcement featured "National See-Your-Dentist Week". This educational campaign was preceded by a letter to dentists, requesting their opinions of the plan, which evoked an unexpectedly large response, 98 per cent favorable to the idea.

JACQUES BONJEAN, star announcer of Radio Post Parisien, Paris, who broadcasts under the nom-de-air of Jean Loup, was a visitor at WMCA, New York, early in October. He will shortly handle a series of broadcasts to be relayed via short wave to WMCA.

WMCA
NEW YORK'S OWN STATION
LEADS IN
DRAMATIC
presentations
SUCH AS
FIVE STAR FINAL
Sponsored by REMINGTON-RAND

XUM

Voluntary Checks Improve Quality of Proprietary Copy

Association Provides Counsel To Prevent Spurious Claims

VOLUNTARY copy checking by the Proprietary Association has proved surprisingly successful, Earle A. Meyer, executive secretary of the association's advisory committee on advertising told the annual convention of the National Wholesale Druggists Association, which met recently at White Sulphur Springs, W. Va.

With some 5,000 manufacturers in the industry, the copy checking system was set up as a "step in the interest of honest merchandising," he said, and some 14,500 pieces of copy representing nearly 100 million dollars in advertising has been reviewed since 1934.

Notes Improvement

"TO SEE evidence of the improvement in advertising," said Mr. Meyer, "one needs only to look through the pages of current newspapers and publications or listen to the commercial announcements of today's radio programs and contrast them with those of a few years ago."

Among associate members of the Proprietary Association are 36 agencies and almost as many broadcasters, said Mr. Meyer, who expressed gratification over "the apparent agreement between the creators of advertising and members of the committee that sound drug products can be advertised and sold honestly and without running by the red stop light of misrepresentation."

Mr. Meyer emphasized that manufacturers or agencies can submit their copy to the advisory committee for perusal and feel assured that the copy will be passed upon in strict confidence, and suggestions made to change or improve it. He has been working with Janet McRorie of NBC, Gilson Gray of CBS and Fred Weber of Mutual in connection with radio continuities.

Candy Company Tests

BOLDEMANN CHOCOLATE Co., San Francisco (chocolate candy and products), which recently appointed Gerth-Knollin Adv. Agency, that city, to direct its national advertising, on Sept. 29 started a 13-week quarter-hour test campaign on KFRC, San Francisco. Titled *Bobby Grayson's Football School*, program is heard Tuesdays at 5:45 p. m. Copy is prepared by Grayson, former Stanford University football player, and read by Mel Venter, station announcer. Grayson himself also presents a Tuesday night *Sports Parade* under sponsorship of the *San Francisco Examiner* over KYA.

One Man's Family Film

SIGNING of a contract for screening of *One Man's Family*, popular NBC feature sponsored by Standard Brands Inc. for Tenderleaf tea, was announced Oct. 9 by NBC. Paramount will base a major film on the series, with Carlton E. Morse writing the film version of the serial, which went on the air in April, 1932. It has won numerous program awards.

Autos on the Air

(Continued from page 36)

fashions will speak on trends in hats, shoes, frocks, etc.

As another feature of interest in this program, which will be announced by a woman, three gowns especially designed will be discussed during each program.

Olds Motor Works, another GM division, leans the other way in its thinking, having scheduled a program which should appeal at least as much to men as to women. Titled *Irvin S. Cobb and his Paducah Plantation*, it starts Oct. 17 and will be broadcast from Hollywood over 64 NBC-Red network stations Saturday nights from 10:30-11 p. m. D. P. Brother & Co., Inc., Detroit, is the agency.

Buick-Packard-Nash Series

BUICK has no plans at the present for a regularly scheduled program. At the present all that is contemplated for the immediate future is a series of spot announcements over 89 stations, beginning the week of Oct. 19. Five spots a day will be heard through this strategically located group, tying in to Buick's newspaper "teaser" campaign preceding introduction of the 1937 cars. At the same time it is understood that Buick will keep its eyes open for future headline sports events, upon which it may bid for sponsorship, as in the past. Order for a later disc series has been placed with WBS. Arthur Kudner Inc. is the agency.

Among the independents there is at least a proportional amount of radio planning. Packard's plans are probably the most ambitious, involving the well-publicized tieup with RKO Radio Pictures and the current picture *Swing Time*. This program started Sept. 8 over the NBC-Red network Tuesday nights, 9:30-10:30 p. m., and offers 15 new Packards as prizes in two contests. One contest is based on best descriptions of the new Packards which were introduced at the time of the initial broadcast, open to patrons of theaters showing *Swing Time*. Packard is tying in theater managers and publicity men by offering three Packards to the producers of the best tieup campaign. Local awards are also being made by Packard dealers in some cities. Young & Rubicam Inc., is placing this program, which stars Fred Astaire.

Nash is building its plant activity strongly into its Saturday night *Speedshow* over 62 CBS stations at 9 p. m., by having Floyd Gibbons, news commentator, tell his impressions of Nash production operations over the air, along with his impressions of the Spanish civil war. Vincent Lopez and his orchestra star on this program, which began Oct. 3, and "name" guest stars will be heard weekly. Nash originally intended to introduce its 1937 models at the time of the premiere broadcast of this series; however production delays made that plan unworkable, and early November has been selected.

Studebaker continues to feature Richard Himber and his Champions over NBC and is using discs.

Gadsden Is 2nd Industrial City of Alabama
Gulf States Steel Employs 4500 Men And Is Now Building Tremendous New Plant
WJBY
Gadsden, Alabama

"KMA? *Sure!* *That's* EARL'S *Station*"

"EARL MAY, you know! He runs KMA, and folks out here have been depending on his advice for years. You see, he's *one of us* . . . raised in a small town . . . knows his farming, too. I followed his advice about a catch crop last year and made a nice bit of money.

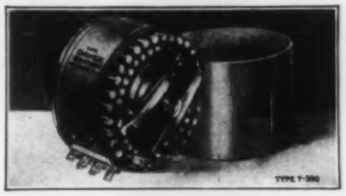
●

"Then too, he keeps us posted on the best things to buy for the family, the house or the farm. Neither Earl nor KMA has ever given us a bum steer.

●

"Sure, *everybody* out here knows KMA!"

KMA *The Earl May Station* **SHENANDOAH, IA.**



DAVEN 30 STEP "TEE" ATTENUATORS

TYPE "T-330"

This is the first compact 30 step "T" attenuator ever offered at a low cost. It is perfect as a mixer and a master gain control for low level mixing. The new Attenuator has zero insertion loss, constant impedance both in and out at all settings and at all frequencies within the desired range, and the lowest attainable noise level.

30 STEPS OF ATTENUATION.
LAMINATED POSITIVE WIPING TYPE SWITCH.
LOW NOISE LEVEL, BELOW—130 DB.
SHIELDED FROM ELECTRICAL DISTURBANCES.
RUGGED—LIGHT WEIGHT
SIZE ONLY 2¾" DIAMETER BY 2 1/16" IN DEPTH.
ZERO INSERTION LOSS
FREQUENCY ERROR: NONE OVER THE RANGE OF 30 TO 17,000 CPS.
RESISTORS, UNIFILAR WOUND.

PRICE, $17.50
WRITE FOR BULLETIN 534

The following impedances stocked for immediate shipment:

30/30	200/200	600/600
50/50	250/250	30/50
125/125	500/500	50/200
	500/200	

Special impedances and attentuation upon request.

Mfrs. of Volume Controls, Potentiometers, Faders, Main Gain Controls, Fixed Attenuators, Non-Inductive Wire Wound Resistors, Line Equalizers, Volume Indicators, and Laboratory Equipment. Write for Bulletins.

Daven volume controls; main gain controls and other Daven equipment are used extensively in the new modernized KMA studios.

THE DAVEN COMPANY
158-160 SUMMIT STREET NEWARK, N. J.

BROADCASTING
and
Broadcast Advertising

Published by
BROADCASTING
PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1936, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
NORMAN R. GOLDMAN, Advertising ● HOWARD J. LONDON, Editorial
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 8020 ● BRUCE ROBERTSON

On a Silver Platter

NOT WITHOUT foundation have been the "show me" shrugs of time buyers who want to know what sort of and how much of an audience they can expect for their radio campaigns. They have in mind, first of all, that they can get a definite circulation figure from newspapers or magazines, or a traffic audit for outdoor display, or a certain ratio of response from direct mail.

Technique of radio circulation studies has improved rapidly with development of the industry, but in every industry are advertising executives who wonder if they are buying a "pig in a poke" when they sign for a broadcast campaign. They see attractive engineering maps, trade area data, population figures and listener surveys, but still aren't satisfied.

What they want, as buyers of time, is cost-per-set-family-reached or some similar figure by which they can take a radio budget, pick the markets they want to contact, and figure out how they can do the job. It's simple mathematics, the same that mother applies when she looks in her pocketbook before deciding what to buy for dinner.

Members of the Association of National Advertisers heard two conceptions of audience measurement at their Oct. 8-10 convention [see article on page 9]. They heard the signal strength-program-mail-radio homes combination advanced, with emphasis on the engineering standpoint, and they heard the merits of automatic recording devices in gauging listener habits. At present they are followers of the Crossley audience surveys.

Last summer the Joint Committee of 15 of the ANA, NAB and AAAA released a census of radio homes by counties and it has other ideas in the pot. Such cooperative programs among industries invariably are slow to mature. Advertisers, however, are serious about this audience circulation business. They want nice figures handed to them on a silver platter. And after all, they're spending the money.

Multi-Station Trend

A COUPLE of years ago Chevrolet Motor Car Co. launched its now famous *Musical Moments* spot campaign and shocked broadcasters, as well as other radio advertisers, by using more than one station in a city and in no few cases all of the stations. Since then, Ford Motor Co. has followed suit, and several other spot advertisers began using more than one station per city. The idea even invaded the network field, with American Tobacco Co. using both NBC networks simultaneously for its *Lucky Strike Dance Parade.*

Now, it appears, multi-station use is becoming a definite trend, particularly in spot. Attention is focused on this trend by Blayne R. Butcher, radio director of Lennen & Mitchell Inc., in an able article in this issue.

As Mr. Butcher points out, advertisers long have bought more than one newspaper's circulation in a prescribed area. He asks, therefore: "Why not more than one radio station?"

Advertisers and their agencies are showing a greater awareness of radio generally, and they are beginning to realize that multi-station use in the same market is a good buy. Stations and their representatives, as Mr. Butcher observes, are now shaping sales arguments to agencies and clients along these lines. And, he adds, "they are obviously sound."

Strange Interlude

WE WOULD be remiss in our editorial obligation if we did not take notice of perhaps the most brazen piece of political demagoguery we have ever seen perpetrated at a public hearing on radio. We refer to the baiting of Powel Crosley Jr., WLW head, by Telegraph Commissioner George H. Payne, publicity-seeking New York politician, during the FCC allocation hearing. We are not trying to defend Mr. Crosley, for he demonstrated he did not need it. But we do like to see fair play.

First, be it known, Telegraph Commissioner Payne had the bureaus of Washington newspapers and press associations notified that he was going to put on a show with Mr. Crosley on the stand and that front page news would follow. He has done that before.

The issues raised by the politico-commissioner had not the remotest connection with the subject of allocations or superpower. [See report elsewhere in this issue.] It was simply an attempt to throw mud for the purpose of getting newspaper headlines. It was bureaucracy at its worst, perpetrated by a member of the FCC who has nothing to do with broadcasting. Nominally his duty is that of a member of the Telegraph Division, but apparently he prefers to meddle in broadcasting because of its greater publicity possibilities.

In justice to the other members of the FCC, we trust that it will not be judged too harshly for the outlandish, utterly uncalled for performances of a member who evidently has forgotten not only his function of public office, but, judging from the sharp temper of his remarks, also the behavior of a gentleman. For the broadcasting industry, we can only bow in gratitude that this man does not serve on the Broadcast Division.

Those Futile Hearings

EVER since Federal radio regulation began in 1927, there has been criticism of the legal procedure peculiar to radio which permits anyone to file an application for the facilities of an existing station and hale it to hearing in Washington. It doesn't matter whether the applicant is financially responsible or legally qualified. The hearing is automatic. Hundreds of thousands of dollars have been wasted by existing station licensees in defending their assignments because of this loophole.

Now, for the first time, former Senator Dill has filed with the FCC a motion that it require an applicant for the facilities of one of his client stations to post a $2,000 bond to cover costs of his station in defending itself. The FCC probably will deny the motion because of lack of authority to assess costs.

This action resurrects proposals of the last few years that the FCC be given power to require the posting of bonds. We are not so certain that it is wise to give such power to administrative agencies. The courts now have it. But it certainly points to the necessity of discouraging frivolous applications.

In one Commission quarter it is felt that the FCC under the law can require preliminary ex parte hearings on applications at which it would go into the financial, legal and technical responsibility of the applicants before calling a regular hearing at which the station attacked would be called upon to defend itself. If the applicant is not qualified, then the FCC could deny its application without calling in the respondent stations.

Such procedure, to us, seems to have a great deal of merit. We would welcome a study of it by the FCC in the hope that the flood of irresponsible applications and the loss of station time and money can be plugged.

Convention Time

BEING a democratic organization, the NAB is "going to the people", so to speak, to decide when the annual conventions should be held. It wants the broadcasters themselves to decide upon the month.

During the last two years the conventions have been held in July. There has been complaint from some broadcasters about the heat—not so much the heat fomented at the meetings themselves, but the weather. So the board of directors has authorized a referendum to determine the time desired by most members.

Prior to 1935 the conventions were held in the fall. The complaint then was that it cut into the busiest season of the year when broadcasters wanted to be at home. That's the reason the switch was made to the summer.

We'll agree that July gets pretty hot. But we believe, too, that the industry does not want to return to fall conventions because of the havoc they play with business at home. Our view is that the ideal time is the late spring or early summer. It seems to us that June is an excellent month. Broadcasters usually are planning their vacations then and can dovetail their vacations with convention time. Moreover, it is not the peak business season.

We don't often get the opportunity to express an opinion on a "political" issue. To us any referendum smacks of politics. So with a wave of our collective arms, and in our best oratorical style, we advocate June as the regular convention month for the NAB. Let's look toward a landslide!

We Pay Our Respects To —

DONALD SCHOLEFIELD SHAW

HAVING worked on both sides of the fence, so to speak, Donald Scholefield Shaw knows practically all of the answers to the questions that daily arise in the consideration of radio as a medium by advertisers and agencies. After nearly four years as a member of the NBC sales staff, preceded by more than a decade of agency experience, Don last spring returned to agency work as assistant to the president of McCann-Erickson Inc., major New York agency, and forthwith was placed in charge of all of its radio activities. That he was destined to leave his mark on radio advertising progress, no one who knows his work in the past doubted from the day NBC reluctantly accepted his resignation as its eastern sales manager.

Just appointed to the AAAA radio committee headed by Charles F. Gannon, radio director of Arthur Kudner Inc., Don Shaw as head of McCann-Erickson's radio activities is in charge of such programs, all on NBC, as *Twin Stars*, for the National Biscuit Co.; *Death Valley Days*, for Pacific Coast Borax Co.; *Mystery Chef*, for Regional Advertisers (also on spot); and the newly resumed and highly popular *Standard Symphony* series sponsored by Standard Oil Co. of California on a Pacific Coast network of NBC largely for reception in the schools. Under him also comes the *Langendorf Pictorial*, sponsored on the same western network by Langendorf United Bakeries.

Don is one of the most likeable men in the broadcasting business. Today, his name is still mentioned with highest respect at NBC where from late 1932 until April 1 of this year he was with the sales department, the final year as eastern sales manager. He is liked not only because of a charming personal manner but because the men working with him always found him tolerant of their views, eager to hear new ideas, quick to adopt them if deemed feasible.

A native New Yorker, born Sept. 18, 1898, at 38 Don finds himself like so many others in the broadcasting field often referred to as one of youthful radio's bright young men. But brightness is implemented by real ability and by a peculiar knack for the business of broadcasting — a knack which H. K. McCann, president of the McCann-Erickson Co., recognized after only a few contacts, leading to his selection for his present important post. That ability may come, of course, from the happy combination of paternal Scotch and maternal Dutch ancestry.

His father, a native of Glasgow, was owner and headmaster of the Hamilton Institute for Boys, where Don received his early schooling. Upon graduation from Brown University in 1920, he immediately went into the advertising field, joining Larcher Horton Co., Providence agency, in the art department. After a year there, New York beckoned and he went into the George L. Dyer agency, now defunct, in a general capacity. In 1923 he joined the Biow Co. as assistant art director, then was made art director. He was in the advertising department of the Vacuum Oil Co. for three years, then with Williams & Saylor, another New York agency, and then did merchandising for a big manufacturing concern before becoming a partner in the agency of Cleveland & Shaw.

His own venture into agency ownership went by the wayside with the 1929-30 business collapse, but shortly afterward he met M. H. Aylesworth, then NBC president, and Roy Witmer, then vice president in charge of eastern sales, now general sales manager of the network. He persuaded them that they should have more salesmen if they expected to sell radio time and keep their clients sold. Impressed by the zealous young man, Aylesworth and Witmer agreed to give him carte blanche in the organization and administration of the selling force. How well he succeeded, everyone in radio knows; by the end of his second year with NBC he was handling all sales activities in one department with a staff of 24 men as against 10 when he started. During his three years with NBC, the network's annual sales volume went up from $25,000,000 to $31,000,000.

One of his cherished possessions today is a group picture of these 24 men, with the signature of each affixed, which hangs on the wall of his office. Equally cherished is a similar memento signed by NBC's 35 page boys. As eastern sales manager, he was associated with practically every account booked by the eastern division. Every big heavyweight prizefight broadcast that was sponsored on the network was sold by him personally.

Don Shaw admits of only one hobby—radio. He plays golf after a fashion, but isn't very serious about the game. He was married in 1923, and resides with Mrs. Shaw and their three children—Florence, 12; Donald, 10; Reid, 6 —at Bronxville, N. Y.

PERSONAL NOTES

FRED WEBER, general manager of Mutual Broadcasting System, and Miss Ruth Betz of the CBS press department were married in New York Oct. 10. They are spending their honeymoon at Virginia Beach.

D. E. KENDRICK, vice president of WIRE, Indianapolis, has announced the promotion of L. L. Jacquier as station manager and Jack Stillwell as production manager. Mr. Jacquier, formerly manager of KTSA, San Antonio, has been with WIRE in a commercial capacity for nearly two years. Mr. Stillwell, formerly with WNAX, Yankton, S. D., and KTSA, joined WIRE on Sept. 1.

DONALD FLAMM, president of WMCA, New York, and head of Inter-City Group, will be honored at a tribute dinner to be held Nov. 14 by the Ladies Auxiliary of the Infants Home of Brooklyn. Alfred J. McCosker, president of WOR, Newark, is chairman of the honorary committee and Harry Hershfield is treasurer.

CLARK BRANION, formerly with Detroit newspapers and WXYZ, and onetime executive secretary to former Mayor Bowles of Detroit, has been appointed local sales manager of WJR, Detroit, succeeding Owen F. Uridge, who has joined the staff of Radio Sales Inc., CBS spot sales subsidiary.

HARRY BARD, former national advertising manager of the *St. Paul Daily News*, Arthur H. Croghan, formerly national sales manager of WDGY, Minneapolis, and Robert Kennedy, formerly of the staff of WJMS, Ironwood, Mich., have joined the sales staff of WMIN, new St. Paul local. Roberta Wessel, formerly of WDGY, has been named office manager.

RANDY RYAN, formerly with WIBW, Topeka, is now managing KMMJ, Clay Center, Neb., recently purchased by family interests headed by Don Searle, WIBW manager.

PAUL HODGES and William Sisson have joined the sales staff of WNBR, Memphis.

JACK MERRILL has joined the sales staff of WMC, Memphis, and Robert M. Gray, former Memphis reporter, has been named publicity director.

RALPH A. SAYRES, sales director of KYW, Philadelphia, has been named chairman of the radio committee of the Poor Richard Club, Philadelphia.

J. N. HINCHEY, formerly commercial manager of WCBA, Allentown, Pa., has joined the sales staff of KYW, Philadelphia.

VERNON C. BAILEY, formerly of Louisville, has joined the sales staff of WSAZ, Huntington, W. Va.

S. W. FULLER, former program manager and production director of KGB, San Diego, has been promoted to station manager, filling the vacancy created by the transfer of Roger K. Huston to the Los Angeles staff of KHJ as sales manager. Mr. Fuller's assistant will be Don J. Donnelly, as manager of the sales department.

GLADSTONE MURRAY, general manager of the new Canadian Radio Corp., arrived in Canada Oct. 8 prepared to take over his new job Nov. 2. Mrs. Murray and their two children Ian, 9 and Anne, 7, arrived with the new Canadian radio chieftain.

RAY FLEMMING, former advertising manager of the St. Louis branch of Kroger Grocery Co., has joined the sales force of KMOX, St. Louis. Paul Phillips has been promoted from assistant continuity editor to editorial director, succeeding John Clark, who left to continue his radio activities in the East. Phillips has spent several years as a radio writer, coming to KMOX from WMCA, New York. Don Ownbey, formerly of WBBM, Chicago, has joined the staff as newswriter.

PHILLIP MERCER, formerly with Critchfield & Co. and Erwin, Wasey & Co. in Minneapolis, has been put in charge of sales promotion at WLS, Chicago.

ROBERT SCHMID, MBS sales promotion manager, and Miss Jarrett Wells will be married in St. Bartholomew's Church, New York, on Oct. 17. Honeymoon will be spent in Bermuda.

ARTHUR E. LEWIS, formerly of WJAS, Pittsburgh, WTAX, Springfield, Ill., and WROK, Rockford, Ill., has joined the sales staff of WMNN, Fairmont, W. Va.

WILBER JAMES McEDWARDS, formerly in the advertising department of Nu-Enamel Co., has replaced John Sandberg in NBC's Chicago sales promotion department, following Sandberg's transfer to local sales in Chicago.

WILLIAM D. PABST, of the exploitation and production departments of KFRC, San Francisco, has been made assistant station manager, Tom Breneman, manager, announced. He is the son of Fred Pabst, general manager of the Don Lee organization in northern California.

JOHN J. GILLIN Jr., manager of WOW, Omaha, and Mrs. Gillin are the parents of a son, born Sept. 27 at St. Joseph Hospital, Omaha. He was named John Gillin III.

ARTHUR McDONALD, recently appointed sales manager of KEHE, Los Angeles, and Mrs. McDonald on Sept. 21 became the parents of a son, born in the Cedar of Lebanon hospital in Hollywood.

BERNE WILKINS, formerly of WEVD, New York, and Thomas Harkins, of Philadelphia stations, have joined the sales staff of WNEW, Newark.

GORDON JENKINS has joined the sales staff of KOMO-KJR, Seattle. He was formerly employed by the Pioneer Printing Co., Seattle.

JOHN E. ROBERTS, vice president of Maryland Press Association and secretary of the Certified Press Association, has joined the sales staff of WBAL, Baltimore. For the last three years he was Baltimore manager of Western Newspaper Union.

DR. WILLIAM H. VOELLER, of Conquest Alliance Co. Inc., left New York Oct. 10 for a flying trip to Hollywood, where he will supervise the production of several Conquest recorded programs.

GEORGE H. BUCHER has been elected executive vice president of Westinghouse E. & M. Co., with headquarters at Pittsburgh, having been raised from a vice presidency.

JOHN M. HEYER, sales manager of W9XBY, Kansas City, and Mrs. Heyer are the parents of a 7 lb. son, born Sept. 21.

BEHIND THE MICROPHONE

FRANK AUSTIN, formerly of KSTP, St. Paul, has joined KDYL, Salt Lake City, as an announcer. George Snell, of KDYL, has had his second book published, its title being *Root, Hog and Die.* Myron Fox, announcer, took the first flight championship in the Salt Lake City radio-newspaper golf tourney.

DONALD HALADAY, formerly of KVSO, Ardmore, Okla., Arthur Schraeder, announcer and operator formerly of WTCN, Minneapolis, and Frank Devaney, announcer and continuity writer, formerly of WLPM, Minot, N. D., have joined WMIN, St. Paul. Other additions are Marie Tolonen, women's activity director, Edith Mack, receptionist and Marjorie Garretson, entertainer, formerly of WXYZ.

PAT KELLY, former San Francisco NBC producer, is writing and producing the radio programs for the San Francisco Community Chest which are being presented on the various stations in that city.

JACK SAYERS, onetime publicity and script writer of KHJ, Los Angeles, has been appointed chief night announcer of KMTR, Hollywood.

IRNA PHILLIPS, author of *Today's Children*, dramatic serial on NBC-Red that is now in its fourth year under the sponsorship of Pillsbury Flour Mills, will leave Chicago Oct. 22 on a South American cruise in search of new material for her story.

PETER KRUG, graduate of St. Lawrence U, has joined the announcing staff of WGY, Schenectady, replacing John Sheehan, who has joined the General Electric publicity department to aid in GE broadcasting activities.

CARL A. DOTY, statistician, replaces Barry Rumple in NBC's Chicago headquarters, following Rumple's transfer to the New York offices.

JUBILESTA—W9XBY took advantage of Kansas City's celebration Sept. 26-Oct. 4 to stage a number of special programs and some good promotion. Having the only booth in the municipal auditorium, W9XBY depicted station activities and operated a temporary studio. In all 58 programs were broadcast, including Bob Burns and other artists.

Above is the dinner given in honor of Bob Burns (center). Left to right: Mrs. Clarence Salzer, wife of engineer; Walt Lockman, sports announcer; Clair Heyer, sales manager; Gloria Gipson; Bob Burns Jr.; Ward Keith, program director; Blevins Davis, Jubilesta publicity director; Mrs. Hugh Parks and Hugh Parks, editor of *Van Buren Press Argus;* G. L. Taylor, vice president of W9XBY, and Mrs. Taylor.

ART GILMORE, formerly of KFWB, Hollywood, and other West Coast stations, has joined the announcing staff of KNX, Los Angeles.

JAMES COX, new to radio, has joined the continuity staff of KFAB-KFOR, Lincoln, Neb., replacing Jim Van Liew.

DAVID H. HARRIS, production manager of WOOD-WASH, Grand Rapids, and Miss Francis Billings, formerly public relations director of the station, were married in September. T. Wilcox Putnam has returned to WOOD-WASH to take the public relations post.

KENYON BROWN, formerly of W9XBY, Kansas City, has joined the announcing staff of Iowa Network.

IRMA PERRY, long associated with KOIL, Omaha, and KFAB, Lincoln, Neb., pianist, accompanist, and vocalist, has been named musical director of the two stations.

JOHN L. CLARK, formerly of KMOX, St. Louis, has been named program manager of WFIL, Philadelphia, where he will develop new talent and programs.

KARL BARRON, formerly of WFBR, Baltimore, has joined the announcing staff of WIP, Philadelphia.

TED MacMURRY, engineer of WBBM, Chicago, who was sent to England a year ago to accompany Jack Hylton to America and to produce Hylton's midocean broadcasts, has been promoted to a position on the WBBM-CBS Chicago production staff.

MARGARET HARRIS, formerly continuity writer at KSFO, San Francisco, who is now in Hollywood, has been signed for sketch writing on the *Shell Chateau* program on NBC-Red network.

M. DONALD HAMBLY has been made production manager of KRE, Berkeley, Cal., succeeding Jack Bennett, who resigned to join KQW, San Jose, Cal., as announcer and continuity writer. George Stuart, formerly announcer-operator at KJBS, San Francisco, has joined KRE in a similar capacity. KRE has also added Gilbert Laing to its staff as announcer-operator.

KERBY CUSHING, sports announcer of KYW, Philadelphia, and Miss Elsie Wheaton were married Sept. 27 at Canandaigua, N. Y.

JOHN R. McDONNELL, formerly with Northwest stations, has joined KJBS, San Francisco, as announcer-operator, succeeding George Stuart, resigned.

HARRY De LASAUX has been added to the announcing staff of KYA, San Francisco, succeeding Kenneth Higgins, who resigned to join KFRC, that city, in a similar capacity. De Lasaux, was formerly on the announcing staff of KFSD, San Diego, and prior to that with NBC in San Francisco.

EDGAR JACOBS, announcer, has replaced Charles Glover Delaney, who left WFBL, Syracuse, to become commercial manager of WESG, Elmira, N. Y.

KATHERINE CUFF, publicity director of WFBL, Syracuse, has resigned effective Oct. 17 to join the staff of *Radio Guide*, Chicago.

RAY BUFFUM, formerly publicity director of KOIL, Omaha, on Oct. 1 became publicity manager of KFWB, Hollywood.

HAL METZGER, manager of press and special events departments at WTAM, Cleveland on Oct. 12 was advanced to the position of program director of the station. Robert Dailey, formerly radio editor of the *Toledo Blade*, becomes manager of the press department on the same date. Mr. Metzger retains the supervision of the special events department under his new assignment.

MAURICE A. RIDER has joined KIRO, Seattle, in full charge of news broadcasts. H. R. Langan, former studio manager and chief announcer of KXA, Seattle, and KVOS, Bellingham, Wash., has joined KIRO, as has Gordon Bambrick, formerly of KIDO, Boise.

LARRY DODDS, formerly of WPAY, Portsmouth, has joined WSAZ, Huntington, W. Va., filling the vacancy caused by the illness of William Herbert. Robert Burns is back after an appendectomy.

BRUCE FOUCHE, formerly with WOR press department and Western Newspaper Union, has joined the CBS press department in New York. Other additions are Helen Nolan, formerly of *New York American*, Jack Skinner, and John Lagemann.

EDDY BROWN, concert and radio violinist, has been appointed musical director of W2XR, New York, it was announced Oct. 6 by John V. L. Hogan, president of the Interstate Broadcasting Co.

JOSEPH KELLY has resigned from the announcing staff of WLS, Chicago, to devote his time to free lance announcing. He will continue to serve as master of ceremonies on the Saturday evening *National Barn Dance* broadcasts over NBC.

JACK ODELL is back at his announcing post at WAAF, Chicago, following a siege of pneumonia.

HERB MORRISON, formerly of KQV, Pittsburgh, has joined the staff of WLS, Chicago, where he will double as announcer and production man.

FRANK BAKER, for the past six months in NBC's Chicago continuity department and previously in charge of all broadcasts from the Edgewater Beach Hotel in Chicago, has been added to the WLS continuity staff to handle commercial announcements.

JACK HOLDEN, WLS announcer, is now playing the role of Tom Mix in the juvenile serial sponsored by Ralston Purina Co. five afternoons a week over NBC. Holden joined the program, which was recently moved to Chicago after being produced for two years in New York, on Oct. 5.

EDITH ADAMS, member of the *Girl Alone* cast of NBC's Chicago studios, and Paul Dowty, of the CBS announcing staff, will be married at the First Methodist Church of Evanston, Ill., on Oct. 16.

LARRY KEATING, who recently joined the NBC announcing staff in San Francisco, has taken on the additional duties as master of ceremonies for the transcontinental Monday evening *Carefree Carnival* program, which originates from the Community Playhouse in that city.

HELEN HARTZER, in the accounting department of KFRC, San Francisco, has announced her engagement to Charles Jones, contractor in that city. Wedding is scheduled for Nov. 14.

JOSEPH ALVIN, formerly a member of the Chicago NBC press department, has been made assistant to Harold Bock, the network's press representative in Hollywood, according to announcement by Lloyd E. Yoder, NBC western division press department manager in San Francisco. Alvin recently was associated with Lord & Thomas in Los Angeles.

BERRY KROEGER, formerly with KHJ and KNX, early in October joined the announcing staff of KFWB, also in Hollywood, replacing Arthur Gilmore who resigned to go with KNX.

HE WHO BUYS WBAL SELLS MARYLAND

BALTIMORE AND MARYLAND together comprise the fifth largest market in the United States.

WBAL is a basic National Broadcasting Company Blue Network station, and a Mutual Broadcasting System affiliate.

Federal surveys show that 63.5 per cent of the rural population of Maryland prefer a clear channel station.

WBAL is the only clear channel, high-power station in Baltimore and Maryland.

The facts show that WBAL must appear on your list for the most complete coverage of the country's fifth largest market.

WBAL

BALTIMORE, MARYLAND

National Representative: HEARST RADIO, INC.

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

DON PRINDLE, formerly with KOL, Seattle, and WLS, Chicago, early in October joined the continuity department of KNX, Hollywood.

JACKSON WHEELER, onetime announcer at KFI, and later with KHJ, Los Angeles, on Oct. 5 became a staff announcer at KNX, Hollywood.

DAVE CARTER, with the New York publicity staff of CBS, on Oct. 6 arrived in Hollywood to become publicity director for CBS-KNX. Miss Connie Vance, former publicity head for KNX, will remain as Mr. Carter's assistant.

THOMAS FREEBAIRN-SMITH, announcer at KNX, Hollywood, early in October was promoted to chief announcer of the CBS station.

ABC Barn Dance

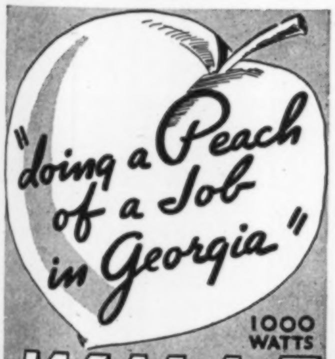
PARTICIPATING sponsorship of the *ABC Barn Dance*, broadcast 7:30-8 p. m. (CST), Wednesdays, over the Affiliated Broadcasting Co., beginning Oct. 7, has been assumed by American Book Mart, Chicago (rare books), through E. H. Brown Adv. Agency, Chicago; Sterling Casualty Insurance Co., Chicago (penny-a-day insurance), through Frankel-Rose Co., Chicago; and Picture Ring Co., Cincinnati (novelty rings), through Frederick W. Ziv Inc., Cincinnati. A limit of six sponsors has been set on the half-hour period.

Cudahy Extends

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 28 extended the broadcasts of *Bachelor's Children* which it sponsored last year on WGN, Chicago, to include eight stations on a combined MBS-CBS hookup. Program, which is broadcast from 10:15 to 10:30 a. m., Monday through Friday, originates at WGN, which feeds it to WLW on Mutual lines and to a Columbia network of WABC, WCAU, WJAS, KMOX, WJR and WHK. Agency: Roche, Williams & Cunnyngham Inc., Chicago.

Princess Pat on ABC

PRINCESS PAT Ltd., Chicago (cosmetics), on Oct. 11 started *Princess Pat Play of the Week* on Affiliated network, Sun., 1:30-2 p. m. (CST). The first sponsor signed by the Affiliated network last spring, Princess Pat has been scheduled to begin several times previously, but was prevented for one reason or another until now. Agency: McJunkin Adv. Co., Chicago.


"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

WOW FOR KFAB—When KFAB's man-on-the-street, Lyle DeMoss, was visiting in Fremont, Neb. last month for a broadcast, whom should he meet and interview on the air but John Gillin Jr., manager of WOW, Omaha, keen competitor of KFAB's companion station in Omaha, KOIL. Mr. Gillin was in Fremont for the state convention of the Junior Chamber of Commerce, of which he is national vice president. Here Mr. Gillin is shown holding the first edition of *Radio News Tower*, his station's new listener publication.

Pursang's Spot Drive

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Pursang tonic), is using one-minute transcribed daytime announcements, Mondays through Fridays, on WGY, WMAQ, WOW, WWL, WNAC, WSAZ and WSYR, Oct. 5 through Nov. 9, and a quarter-hour transcription series, *Musical Varieties*, on WOR, Monday and Wednesday, 8:15-8:30 p. m., starting Oct. 7. The agency is H. W. Kastor & Sons Adv. Co., Chicago.

STANDARDSYMPHONY POPULAR IN WEST

STANDARD OIL Co. of California, San Francisco, a pioneer in the sponsorship of fine music, on Oct. 8 presented its 469th *Standard Symphony Hour* over the NBC Pacific Red network, marking its ninth year of continuous sponsorship of the program. One of radio's most notable contributions to the advancement of fine music, the program is heard Thursdays at 8:15 p. m., originating in the community Playhouse in San Francisco. An outstanding feature of the weekly program is the absence of advertising. Standard Oil Company actually started sponsorship of fine music in October 1926, broadcasting concerts by the San Francisco Symphony and the Los Angeles Philharmonic orchestras, simultaneously over stations KPO, KGO and KFI, before NBC was on the West Coast. The broadcasts were the result of an appeal made by the San Francisco Symphony to overcome a budget deficit. The oil company donated $10,000 for the broadcasts and the response from music lovers was so great that arrangements were made in October 1927 to present the concerts every Thursday night over an NBC network. Mishael Piastro is the current director of the *Standard Symphony Hour*.

MRS. WILLIAM THOMAS, wife of William Thomas of the NBC press department in Radio City, died Oct. 6 after the birth of a son, their first child.

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
"THE VOICE OF MEMPHIS"

CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

Wide Range Transmission—5,000 Watts Power

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

MORE than 100,000 persons have attended various parties given by WGES so far this year. Twelve thousand attended a single picnic for Americans of German birth or parentage. When you buy radio advertising it's pretty nice to know that the station you select has real popularity backing!

* * *

Hard to believe: A Michigan minister uses WCBD to broadcast to listeners in his home town (150 miles away) rather than use his local radio station. "WCBD comes in better," the minister explains.

* * *

FIRST PRIZE

"The neatest and best set-up of any local station I've ever seen," was the compliment paid WSBC's new model studios and transmitter by a radio operator who has seen most all of them. Visit WSBC when next you're in Chicago. Frank Stanford, its manager, will be proud to show you 'round.

* * *

WEMP, Milwaukee, acknowledges the congratulations of this column on its first birthday with this boast: "We're headed for first place in local business and are mighty close to the top right now!" That's spunk from a yearling!

* * *

How's this for an announcing staff: WGES has eighteen full time announcers—eleven of whom present Americanization programs in that many foreign tongues.

* * *

WCBD's authority to operate with Chicago as its main studio has been approved by the FCC. Many new features and services are being planned.

* * *

Street broadcasts have become so thick in Chicago that interviewers are talking into the wrong microphones, almost. Two stations picked the same identical spot and time the other day. After arbitration one station changed the time of its broadcast and everybody lived happily.

* * *

As in the primary, WGES is leading in the amount of local political broadcasts. The politicians know how to get their message to the bulk of the Chicago citizenry.

Gene T. Dyer

AT OPENING GUN—At left Chief Engineer Craven opens the hearings; at press table, the genial G. Franklin Wisner, FCC press chief, at his "knitting". At right is group of Westinghouse and ex-Westinghouse executives: Walter C. Evans, manager of broadcasting for Westinghouse; C. W. Horn, NBC development and research director; George S. Law, Westinghouse counsel; Horace L. Lohnes, Washington attorney; S. D. Gregory, assistant manager of broadcasting for Westinghouse; Frank B. Falknor, CBS western division chief engineer.

Chamber's Case for CLEAR CHANNELS

CONTINUING the Clear Channel Group presentation during the afternoon session Oct. 6, Joseph A. Chambers, consulting engineer and former chief engineer of WLW, presented a detailed technical case in favor of superpower and clear channels. Utilizing slides and photographic charts, together with recordings of station signals to prove his points, Mr. Chambers consumed some four hours for his technical presentation.

In consonance with the preceding speakers, Mr. Chambers advocated an evolutionary change rather than a widespread reallocation, urging progressive modifications of the present structure.

Mr. Chambers brought out that under existing allocations there are 195 local station assignments, 206 unlimited regional station assignments, nine assignments of unlimited high powered regionals, 51 assignments on so-called clear channels and 148 limited time assignments.

Would Eliminate Daytimes

AS FOR limited time and daytime assignments on clear channels, he advocated that they be eliminated because of the impairment to daytime reception they cause upon the dominant stations on the clear channels. As power increases, daytime service increases and that translates itself into better rural coverage, he said.

Mr. Chambers praised the present system of allocations, that is, the classification of clear, high power, regional and local stations. He said this diversification of allocations is necessary to provide adequate coverage for all types of listeners. He emphasized again that the majority of rural and small town listeners are almost entirely dependent upon clear channel station service. Ultimately, he said, ultra-high frequencies mav become available for local broadcast service and synchronization methods on regional and local channels may tend to improve service of its stations. Clear channels should be kept clear for future expansion and such clear channels as now are duplicated should be reclassified and placed in other categories, he said.

Mr. Chambers pointed to numerous field surveys to prove his contention that only with clear channels can the rural listener receive adequate service.

He recommended more stringent regulation of stations to prevent over-modulation interference, that is, interference which breaks through on adjacent channels in terms of harmonics.

No Adjacent Interference

HE RECOMMENDED an 85% modulation, which he said would eliminate over-modulation harmonics. By way of discrediting arguments that superpower tends to blanket out reception of stations on adjacent channels, or for that matter any other stations, Mr. Chambers played a series of recordings of programs of stations on both sides of the 500 kw. WLW. These essayed to show that stations like WOR, WGN, WEAF, WMAQ and others on neighboring channels, each with 50,000 watts power, came in with excellent signal strength at a location only 4⅙ miles away from the WLW transmitter.

Exhibiting additional charts and graphs, Mr. Chambers said these showed that if two 50,000-watt stations on opposite coasts were duplicated on the same channel without directional antennas, the secondary service would be non-existent. Actually, he said, each station would cover only about 85 miles from its transmitter. With directional antennas and the use of one lower powered station on such channels, he said, there would be some secondary coverage but none that compares with the coverage of a station even with nominal power when it operates exclusively on a clear channel. Directional antennas, he said, also would help to increase the secondary service of the dominant station but would not enable wide coverage of the character expected from clear channels.

As for daytime stations operating on clear channels, Mr. Chambers recommended a rearrangement of assignments to prevent interference and a ban on the licensing of any future daytime stations on such waves. Instead of these daytime stations signing off at local sunset, he said, they should really sign off at sunset at a point half way between the duplicated stations, thus insuring better propagation for the dominant station.

Chambers' Cross-Examination

WHEN Mr. Chambers resumed his protracted technical testimony at the Oct. 7 session, he was subjected to a grilling cross-examination by Comdr. Craven, the questioning being aimed at breaking down the theory that clear channels are essential to afford rural coverage and that there can be no duplication on them.

Mr. Chambers delved into radio theory by estimating coverage of stations not only of 500,000 watts at particular locations but also of 5,000,000 watts. He indicated that the latter type station could provide effective service over the entire country, adding that it was entirely possible to build such stations. A station on the eastern coast using a directional antenna with 500,000 watts, he said, could do an acceptable service job over most of the territorial area of the United States.

Recalling the outcries against superpower virtually from the beginning of commercial broadcasting, Mr. Chambers brought out that all of them proved groundless, and that instead of any deterioration of service the result was improved service particularly for the less fortunate rural listener. In behalf of the Clear Channel Group, Mr. Chambers favored a horizontal increase in power for regional stations, declaring these increases should be encouraged. He said that the only problem of interference is that it might occur on adjacent channels and that the solution lay in improved receivers of sufficient selectivity.

"To procure the maximum use on clear channels we should use the highest power possible," he said. He advocated 50 kw. as the minimum with no maximum.

Even if all of the clear channels used superpower, Mr. Chambers said under Comdr. Craven's cross-examination, satisfactory service could not be provided everywhere in the country.

Superpower's National Coverage

RESPONDING to a Craven inquiry as to whether all rural listeners could get as many as 20 of the clear channels if all 30 of those now on the air were operating with superpower, Mr. Chambers said he doubted it because of the distance factors involved. Reducing the figure to 15 of the 30, Mr. Chambers said that such might be possible during best night conditions but certainly

SUMMARY OF CLEAR CHANNEL VIEWS

HERE are technical recommendations of the Clear Channel Group as presented to the FCC allocation hearing by Joseph A. Chambers, chief technical witness:

1. That there be no radical reallocation, in view of the necessity for retaining all the present classes of stations.

2. That the field intensity ratios for common and adjacent channel interference limitations be changed as regards the adjacent-channel figures, and be unchanged as regards the same-channel figures, as follows: Same channel, 20 to 1; 10 kc. frequency difference, 0.1 to 1; 20 kc. frequency difference, 0.01 to 1; 30 kc. frequency difference 0.001 to 1.

That interference with 40 kc. separation between stations is sufficiently low to be ignored in the signal ratio and separation tables.

3. That present empirical values of signal strengths required for various grades of service be maintained for regulatory purposes.

4. That mileage separation tables, if continued in use, give way in all cases to field measurement data or otherwise known conditions.

5. That the present value of "blanketing" signal be changed from 125 millivolts to 1 volt or more.

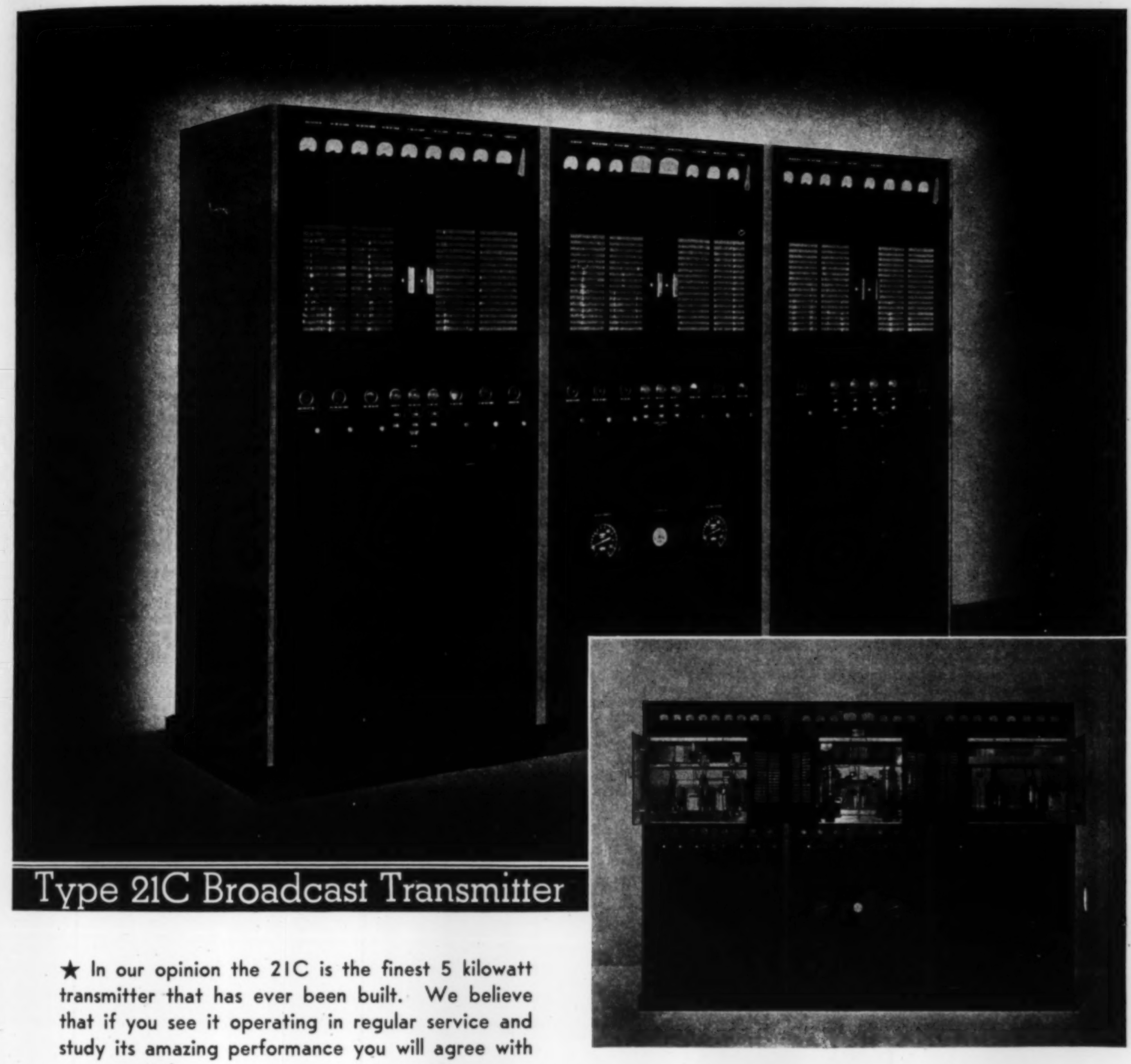
6. That no allocation plan be set up based only on geographical conditions.

7. That there is no objection, from the point of view of the Clear Channel Group, to a horizontal or other increase in night power to 5 KW by Regional stations.

8. That daytime duplication of Clear Channel assignments is not objectionable if the present specified 1000 miles separation is maintained, and providing the duplicating station signs off at the hour of sunset one-half way between the longitudes of the two stations.

9. That the present 30 clear channels remain clear, with such change of regulations as may be required to authorize operation with a minimum power of 50 kw. and an unlimited maximum power, where proper showing is made.

10. That no change in the status of the 10 duplicated channels, now classed as Clear Channels, appears necessary other than a change in nomenclature.



Type 21C Broadcast Transmitter

★ In our opinion the 21C is the finest 5 kilowatt transmitter that has ever been built. We believe that if you see it operating in regular service and study its amazing performance you will agree with our appraisal.

Among the 21C's many engineering achievements are a new type of high efficiency grid modulation, a new distortion balancing system effective at all audio frequencies, low power consumption, low tube cost and unequalled fidelity of transmission.

We invite you to see for yourself.

5kw

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ **NEW YORK, 11 West Forty-Second Street**

TALKING IT OVER—Left to right: Hoyt B. Wooten, WREC and WHBQ, Memphis; A. S. Clarke, Washington engineer; A. L. Chilton, KLRA, Little Rock, Ark., and WGST, Atlanta; W. H. Summerville, WGST; S. C. Vinsonhaler, KLRA; Andrew D. Ring, FCC assistant chief engineer for broadcasting; William Way, KVOO, Tulsa.

would not be during the daytime.

Mr. Chambers insisted that use of superpower will not affect the present methods of radio operation materially, and that it would not mean the destruction of other classes of stations. He brought out that the development of ultra-high frequencies for local service in the future, and the possible use of channels such as those in the 1500-1600 kc. band for similar service, would take care of future urban needs. For that reason, he said, clear channels should be kept clear if service to rural listeners from distant stations is to be preserved. He said he had no idea of abandoning regional or local service in his advocacy of superpower. Comdr. Craven took issue with Mr. Chambers' recommendation that blanketing be considered a signal intensity of 1 volt rather than ½ a volt. He brought out that many of the complaints received by the FCC alleging blanketing were in the order of 100 microvolts to ½ volt.

KGO-WGY Duplication Cited

THE example of east-west coast duplication on the clear channel of KGO, Oakland, with 7,500 watts, and WGY, Schenectady, with 50,000 watts, was cited by Comdr. Craven. Calling this a "practical case" of duplicated operation, he asked whether it was not true that both stations covered substantial rural areas. Mr. Chambers, however, declared that neither was serving as much as it would if the channel were clear and that a substantial amount of service to rural residents was lost. Comdr. Craven pressed the question of the Clear Channel Group plan for 30 superpower stations and the results that might be procured as against duplication of the clear channels. He pointed out that WTIC, Hartford, and KRLD, Dallas, are operating simultaneously on the 1040 kc. channel and asked whether their service was curtailed. Mr. Chambers said the stations had doubtful night time coverage although he had not made an actual study of them.

"Why is it not feasible, for example, to place a 50 kw. station on the west coast and at the same time establish another station of low power in the east of, say, 500 watts and using a directional antenna?" Comdr. Craven asked.

Mr. Chambers responded that it is not feasible because it would immediately prohibit the possibility of the 50 kw. station performing improved rural service. He contended it would cause some interference somewhere and curtail distant coverage.

Comdr. Craven then posed the same question but suggested that the 500-watt station might be in Maine with the 50,000-watt station in Los Angeles and with a directional antenna in use. He asked why that would be wrong. Mr. Chambers responded that if the directional antenna prevented interference, there could not be any objection, but he said he felt that under present technical conditions, interference would result and there would be curtailment of dominant station service.

"Then you feel that the west coast station should serve Maine?" asked Comdr. Craven.

"Not now but in the future I think that is a possibility," Mr. Chambers said, again adding that he felt it would limit the future chances of such a clear channel station serving increased areas.

A protracted colloquy on possible European interference was precipitated by Comdr. Craven. Mr. Chambers said he thought that from an engineering standpoint the situation in Europe was parallel to that in the United States although it is entirely different socially.

Mr. Craven asked whether, with thirty 500,000-watt stations in this country, there would be created an interference problem with European stations operating on the same channels. Mr. Chambers declared that he felt this would be minimized because of the time differentials of some seven or eight hours between this continent and Europe, and the fact that our stations would be operating when the other stations for the most part would be off the air.

The FCC chief engineer asked if it were not a fact that with superpower the question of allocations among nations would be not expanded from that of a regional situation to an international one. He asked also if it were not possible that this country might be required to surrender certain of its channels to prevent this sort of interference. Mr. Chambers argued that the best thing for this country would be the use of superpower on these channels since that would discourage operation of other stations on the channels.

Costs of Superpower

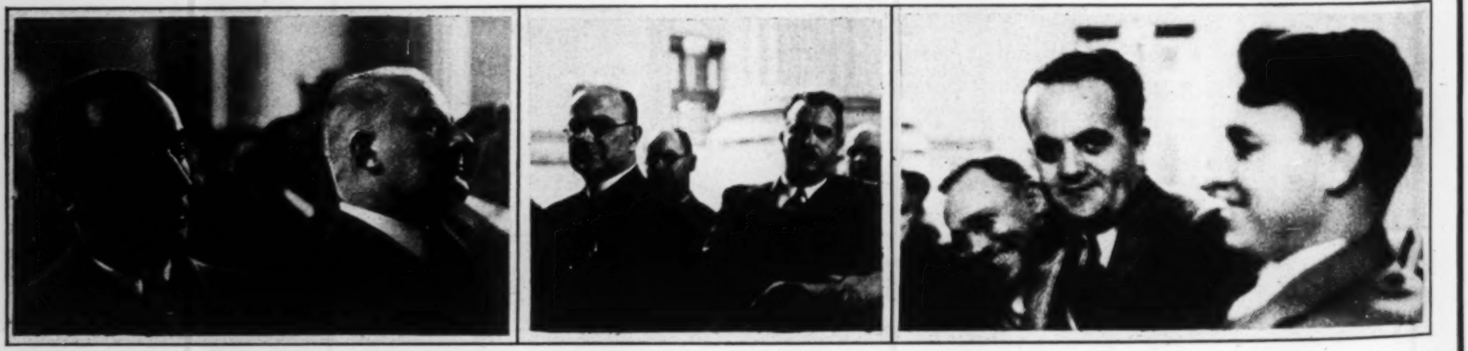
COMDR. CRAVEN then invaded the subject of superpower station operation and costs. Mr. Chambers had not given any testimony on this subject, but in his prepared statement there was a figure of $45,000 per month for operation on a 500 kw. station including program costs. He said he had preferred not to give this information because of possible inaccuracies and his incompetence to discuss program costs.

Pressed by Comdr. Craven, Mr. Chambers estimated that the average technical maintenance cost of a 50,000-watt station, including depreciation, is $66,000 a year. For a 500,000-watt station he estimated this cost would be $200,000 per year. The depreciation of a 50,000-watt transmitter, he said, is written off over a six year period whereas in the case of a 500,000-watt transmitter it is over a 12-year period. He estimated that the entire cost of installation of a 500,000-watt transmitter is approximately $463,000.

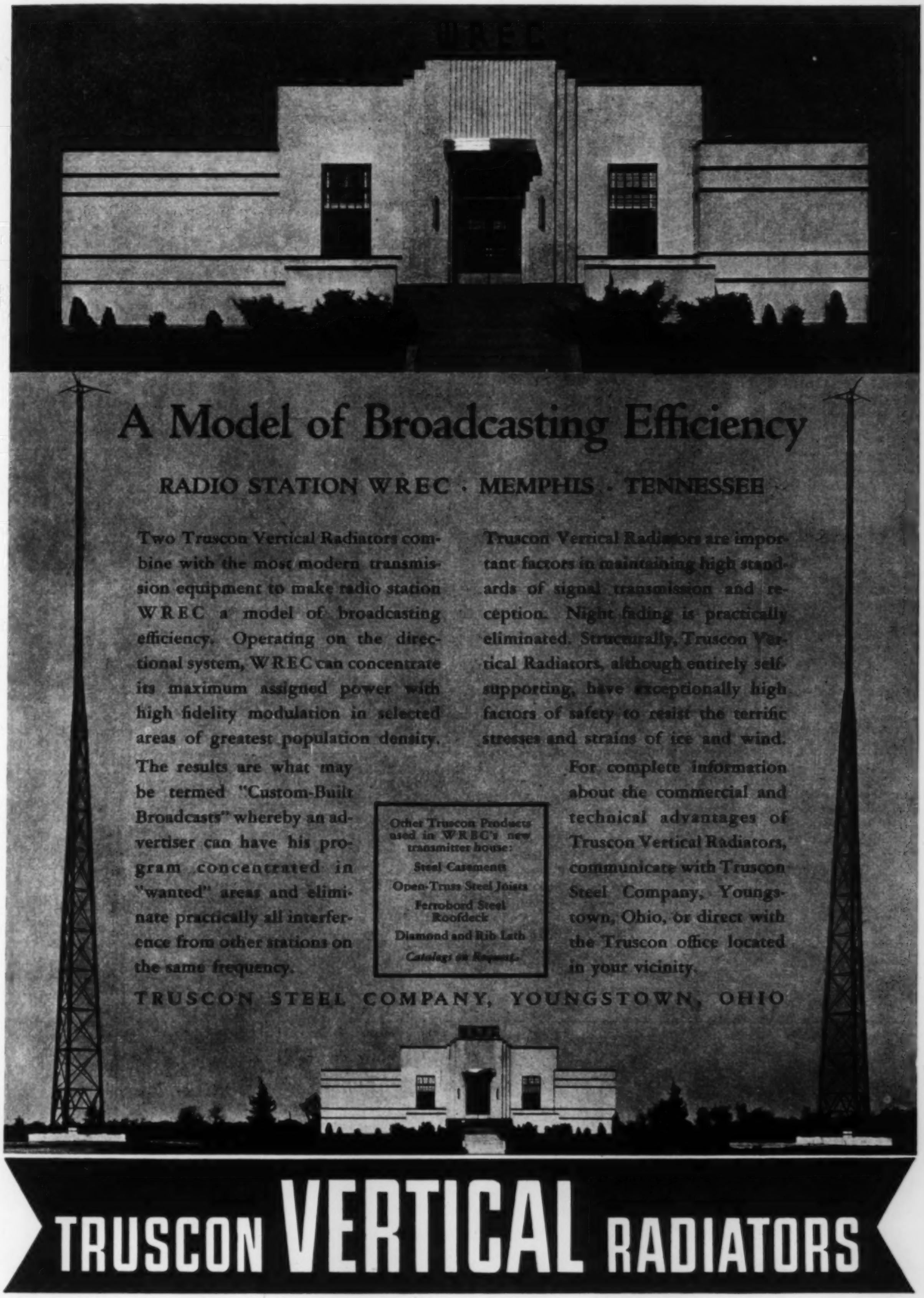
On redirect examination, Mr. Caldwell endeavored to clear up some of the controverted points raised by Comdr. Craven. He elicited from Mr. Chambers the information that a 50,000-watt installation overall costs $310,000.

Resuming the international interference topic, Mr. Caldwell asked Mr. Chambers about the time differentials, and brought out that there would be little likelihood of interference. He also inquired if the transmission over the magnetic poles to Europe would not constitute an absorption factor which would minimize the strength of the signals. Mr. Chambers said there was no definite knowledge on this subject but that the theory was that radio signals take the "Southern route" rather than over the poles.

Mr. Caldwell pointed to the superpower trend in Europe and asked if it were not true that, if in Europe stations went to 500 kw. while U. S. stations stayed at 50 kw., serious interference would not result to the stations in this country. Mr. Chambers responded in the affirmative. Mr. Chambers, responding to Mr. Caldwell's questioning, reiterated previous statements that duplication on clear channels would prove disastrous for rural coverage.



INTENT LISTENERS—Left to right: George W. Smith, WWVA, Wheeling, W. Va.; John P. Ryan, WSPD, Toledo; Father John W. Hynes, S.J., WWL, New Orleans; Father O. L. Abel, S.J., WWL; A. S. Foster, WWL; C. W. Horn, NBC; Frank M. Russell, NBC; Phillip J. Hennessey Jr., NBC.



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RADIO STATION WREC · MEMPHIS · TENNESSEE

Two Truscon Vertical Radiators combine with the most modern transmission equipment to make radio station WREC a model of broadcasting efficiency. Operating on the directional system, WREC can concentrate its maximum assigned power with high fidelity modulation in selected areas of greatest population density.

The results are what may be termed "Custom-Built Broadcasts" whereby an advertiser can have his program concentrated in "wanted" areas and eliminate practically all interference from other stations on the same frequency.

Truscon Vertical Radiators are important factors in maintaining high standards of signal transmission and reception. Night fading is practically eliminated. Structurally, Truscon Vertical Radiators, although entirely self-supporting, have exceptionally high factors of safety to resist the terrific stresses and strains of ice and wind.

For complete information about the commercial and technical advantages of Truscon Vertical Radiators, communicate with Truscon Steel Company, Youngstown, Ohio, or direct with the Truscon office located in your vicinity.

Other Truscon Products used in WREC's new transmitter house:

Steel Casements

Open-Truss Steel Joists

Ferrobord Steel Roofdeck

Diamond and Rib Lath

Catalogs on Request.

TRUSCON STEEL COMPANY, YOUNGSTOWN, OHIO

TRUSCON VERTICAL RADIATORS

RMA for Sponsorship ON SHORT WAVES

ADDING to the weighty volume of technical testimony in support of clear channels and superpower, was the presentation in behalf of the Radio Manufacturers Association Oct. 6. Appearing first was Bond Geddes, RMA executive vice president and general manager, who read to the FCC two resolutions adopted by the RMA board at a special meeting last Sept. 24. One advocated that clear channels be retained as they are; that restrictions as to the increase of power be withdrawn, and that the Commission establish minimum power requirements for clear channel stations. This was in line with the proposal of the Clear Channel Group.

The second resolution recommended that the FCC remove restrictions on commercial use through sale of time of shortwave stations in this country and that shortwave stations be placed on the same commercial basis as stations in the standard band. In this connection, RMA brought out that good shortwave broadcasting would reach and serve many locations in this country where, because of other conditions, standard broadcast band reception is practically impossible or very poor. It advocated the building of higher powered shortwave stations.

A third resolution proposed that present regulations making unlawful the rebroadcasting of shortwave programs by regular stations be rescinded and that such shortwave broadcasting be permitted to be picked up and rebroadcast by other stations in the standard band without further restriction but with the permission of the originating station.

Horle Describes Receivers

THE RMA technical case on receiving set characteristics was presented by Lawrence C. F. Horle, consulting engineer. He pointed out that receiver characteristics of today have evolved largely under the influence of broadcast allocations and also the economic limitations imposed on the design and production of equipment for general public use.

Continued evolution, Dr. Horle said, will doubtless bring continued improvement of receiver characteristics but "no improvement of major importance can be confidently expected at once except at prohibitive cost and because, also, while only relatively minor modifications in frequency assignment practices may be expected to provide rather important improvements in broadcasting reception."

Dr. Horle then went into a technical discussion of selectivity and fidelity of receivers and in related provinces. The super-heterodyne receiver has become more or less standard during the last half dozen years and promises to continue as the most desirable circuit, he said. He urged that there be developed a coordination between transmission and reception characteristics which will provide maximum fidelity for the listener and minimum interference. He said the RMA had appointed a special conference committee on frequency assignment for the establishment of cooperation and liaison with the Commission to that end.

IRE Favors 500 kw. on CLEAR CHANNELS

A CLEARCUT stand for superpower and retention of clear channels, as well as for adherence to strict engineering principles in allocations, was presented by Alan Hazeltine, president of the Institute of Radio Engineers. Declaring that reasonable stability in the broadcast structure should be maintained and that its healthy growth should be fostered, he declared that from the practical standpoint no sudden or drastic change, regardless of technical merits, would be possible.

Dr. Hazeltine commended the present policy of granting experimental licenses for exploratory work and recommended that it should be continued. This is desirable, he said, because of the imminence of the development of ultra-high frequencies for broadcast uses. In accord with the Craven recommendation, he urged that changes in broadcast allocations be made on an evolutionary basis and after experimental trial.

"From the engineering standpoint," he said, "it is believed that the continuance of an adequate number of clear channels is the only economic way of extending broadcast service worthy of the name to the scattered populations of the nation's farms and country towns. * * * If there were ever any doubt concerning the extent to which rural listeners depend upon clear channel stations for their service, the results of the allocation survey recently published by the Commission should serve to remove it."

Cites Success of WLW

DR. HAZELTINE advocated the use of "the highest power that is technically and economically feasible" on clear channels. He pointed to the success of the WLW experiments which he said were strikingly confirmed in the allocation survey as evidence of the desirability of using power on clear channel stations of 500,000 watts or more.

Turning to shared channel allocations, or those in the regional or local classifications, Dr. Hazeltine argued that of primary importance in this field are the distance tables used by the FCC for separation between stations on the same channel. The present arbitrary tables, he said, should be revised in accordance with actual field measurements which would take into account propagation conditions throughout the country and therefore be based on factual data. These would be far more complete and reliable than present tables.

"Under the circumstances," he said, "it is believed that better balance within the allocations structure and increased capacity for service within the broadcast band will be promoted by allowing the distance tables to be superseded in specific instances by an adequate showing of fact."

Invading directly the regional station plea for a horizontal increase to 5,000 watts at night, Dr. Hazeltine said that on shared channels higher night power cannot be regarded as a measure for reaching a larger group of listeners but rather as a desirable step to improve the service being received by the audience which already exists.

"It is believed that in many cases 1 kw. is wholly inadequate for affording the grade of service which the local communities served by regional stations have a right to expect at the present stage of the art," he said. There would be no change in the natural interference of stations on the same channel through quadrupling the powers of those stations, he testified. Concluding, Dr. Hazeltine said there is need for more detailed engineering data regarding radio service throughout the country. Such a survey, he added, should chart not only the service areas of individual stations but also would integrate the service available to listeners in varied sections so that some picture may be obtained of the structure as a whole.

Eating Crow?

A SQUABBLE over squab led to a gastronomical surprise for Frank B. Falknor, CBS division chief engineer in Chicago, during the FCC allocation hearings in Washington. Expressing a desire for the delectable bird Oct. 6 to a couple of his friends, they immediately set out to appease his wish. Leaving him behind, they journeyed hither and thither and finally wound up at a pet shop where they purchased a delicate greenhued South American parrot — the closest they could get to American squabpigeon. To a Chinese restaurant they journeyed. The chef put squab on the menu. An hour later they arrived with Engineer Falknor. He ordered the squab, and complained only of its toughness. His hosts—J. V. Cosman, of the Federal Telegraph Co., and M. R. Mitchell, chief engineer of WJR — ordered chicken chow mein!

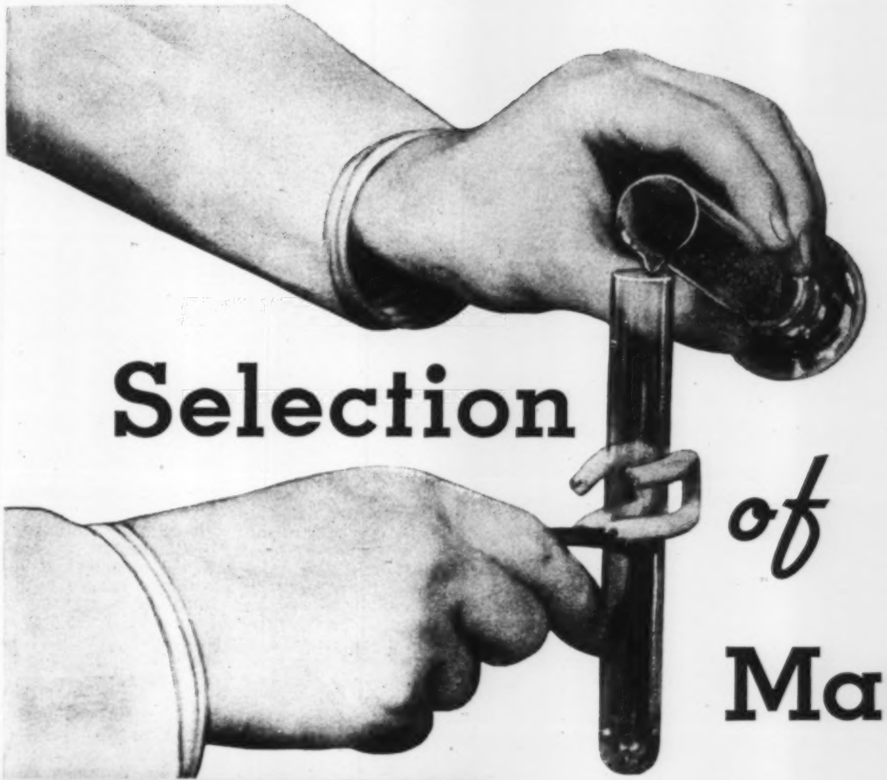
Lafount Opposes MORE NEW STATIONS

CONTENDING that the country now has all the stations it can possibly support, former Radio Commissioner Harold A. Lafount on Oct. 8 asked the FCC Broadcast Division to cease licensing any appreciable number of new stations, but better to take care of existing part-time outlets by improving their status.

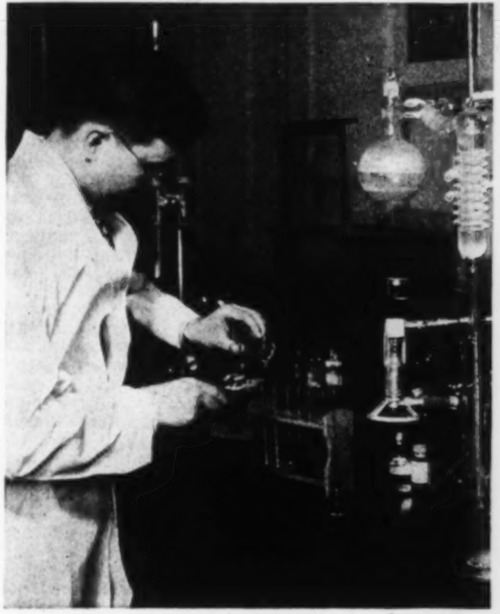
Speaking solely as a former commissioner, Mr. Lafount presented a statement delving deeply into the economics of broadcasting, and asserted that in his opinion substantially half of the non-network stations of today are not showing profits.

Mr. Lafount urged the FCC to delay superpower increases "until further additional information is available." He said the clear channel survey of the FCC proved conclusively that 50 kw. stations are now serving rural listeners and that additional power at this time is not essential. It is not expected, he said, that the signal strength provided city listeners be available to rural listeners any more than the rancher expects four

CROSS-TALK—Left to right, facing camera; Paul Singleton, KGW and KEX, Portland; Charles Chatterton, KGW and KEX; John C. Kendall, Portland attorney; Glen Litten, KFSD, San Diego; S. R. Winch, KOIN and KALE, Portland, Ore.; Charles W. Myers, KOIN and KALE; Louis Bookwalter, KOIN and KALE.



Selection *of* Materials



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CORRIDOR CONFERENCES — Facing camera, left to right: Paul Godley, regional group engineer; A. C. Wallen, Truscon Steel Co.; Paul Loyet, WHO, Des Moines; Clarence Wheeler, WHEC, Rochester; William C. Gillespie, KTUL, Tulsa; Walter Bridges, WEBC, Duluth; Don Searle, WIBW, Topeka; Edgar L. Bill, WMBD, Peoria.

or five deliveries of mail a day. As a matter of fact, he is satisfied with one."

Mr. Lafount said the additional investment necessary is not justified. Moreover, he said, all full-time clear channel stations are affiliated with the national chains, and their chain programs are satisfactory in almost every part of the country. Reflecting the sentiment expressed by CBS President Paley, he said it seems entirely probable that the networks would, if granted 500 kw. at certain strategic locations, discontinue affiliated stations in that general vicinity, thus forcing more stations to depend upon local business and increasing local competition.

Would Discard Mileage Tables

AMONG other things, he advocated discontinuance of the mileage separation requirements and consideration of each case on its merits; urged that all part-time stations be urged to consolidate and move to new locations where there are no existing stations, or be given the opportunity to become full-time stations; and asserted that no advantage could come by permitting existing or new stations to operate at a loss or to struggle for a bare existence because of inadequate assignments.

A high spot of the Lafount presentation was the recommendation that all station licenses be issued for two years, instead of the present six months. "This," he said, "would materially help the morale of broadcasters and do much toward stabilizing the industry."

Going into station and power statistics, Mr. Lafount said that last Jan. 1 there were 374 full-time stations having 2,188,650 watts at night. Of this amount, he said, 2,000,000 watts were allocated to full-time stations on clear channels, and that these all are owned, operated or affiliated with one of the three chains — NBC, CBS or Mutual. Of the aggregate night-power, he said, 2,130,300 watts, or over 97%, is used by the 165 full-time stations affiliated with one of the three national chains. This leaves but 58,350 watts for the 209 independent full-time stations.

Urges Economic Consideration

"FROM my observation almost all full-time stations are profitable, especially those having a network affiliation," he said. "I have also observed that part-time stations are engaged in a struggle for existence. I appreciate the fact that you are not obligated by law to make it possible for broadcasters to operate at a profit. However, I respectfully suggest that morally you are so obligated. In my opinion it is of the utmost importance that due consideration be given the economic aspects of broadcasting."

Mr. Lafount said that without adequate power and with only part-time, it is almost impossible to operate a station without a loss. The solution, he said, lies not in eliminating such stations, but in the elimination of the handicaps which beset them. These 441 independant stations, and especially the 250 part-time stations, Mr. Lafount argued, have been sadly neglected. Without adequate time and power, he added, they will remain without adequate revenue. Without the latter, they cannot serve the public interest effectively.

Under cross-examination, Mr. Lafount told Chief Engineer Craven his observations were based upon visits with 230 station operators during the last two years. He agreed with Mr. Craven that network affiliations are voluntary, and added that independent stations are desirous of joining networks but often cannot. Amplifying his suggestion that there be no new stations, he declared that few cities of any size have no stations. In cities of 50,000 to 100,000, he added, the support would not be forthcoming and they would have to become so "highly commercialized that they would not have the time to give to public service programs."

Mr. Lafount said he did not believe two-year licenses would tend to "freeze the status quo", and that stations were precarious investments because of the existing six-month license. "I believe the average broadcaster is responsible and will do a more efficient job if his license is issued for two years," he said. Questioned by Assistant General Counsel Porter whether such license would preclude the FCC from taking punitive action for station violations, like acceptance of lotteries, Mr. Lafount said he felt it would not.

Better Speech Returns

BETTER SPEECH INSTITUTE of America, Chicago (better speech lessons) returns to the air on Nov. 16, Sundays, 3-3:15 p. m. on 42 NBC-Blue stations as far west as KLO, Ogden. The program will be the same type as last season, rendering speech advice, and the contract is signed for 52 weeks through Auspitz & Lee, Chicago.

Educator Group Assails COMMERCIAL RADIO

AN ATTACK upon commercial broadcasting was launched by S. Howard Evans, secretary of the National Committee on Education by Radio, and the former Washington representative of the *Ventura* (Cal.) *Free Press*, arch enemy of commercial broadcasting several years ago and one of the foremost proponents of government ownership. Mr. Evans charged that engineers and technicians have gone far beyond the range of their competence as experts in their views as to broadcast allocations. He said, for example, that they have opposed synchronization when "everyone of them admits that it is a technical possibility."

"Their objections," he said "are based on a number of reasons, prominent among which is the fact that under synchronization the local station has to lose its identity and thus suffers in its efforts to secure advertising support. This may be perfectly sound and the engineers may be entirely justified in advancing it. But it seems to be clearly apparent that in doing so they are speaking beyond the range of their expertness."

Mr. Evans charged also that the Commission has allowed inequality and unfairness to develop in the economic practices and social uses of broadcasting "to an extent which undermines the whole American system of broadcasting." He said this grows out of the "commercial advertising competition which this Commission has allowed to develop."

Describing the reallocation of 1928, Mr. Evans said that the classifications for clear, regional and local channels called for unequal grants to different broadcast licensees. "Yet," he said, "under the theory of private commercial competition, stations are expected to compete on equal terms for the advertising revenue which is their life's blood.

"What actually happens in broadcasting is that the government, by its licensing power, does much to determine the outcome of the competition. It licenses 50,000-watt stations to be erected in urban centers, even though the engineering justification for granting such high power is that it may serve rural and remote areas. It lets these stations sell time to local advertisers in direct competition with local and less powerful stations.

"I know that it will be said that the grants of power are only one of several important factors in determining the outcome of commercial radio competition. But it is perhaps the most important factor. Stations emphasize it in their advertising as one of their chief assets. They largely make it the basis of their rate structures. It is so important as a factor that unless the Commission recognizes it and makes some adjustment for it, the members of the Commission will be charged with the responsibility of using the power of governmental license to foster unequal economic competition in radio broadcasting.

Social Viewpoints

"TURNING now from the economic to the social uses of radio, I want to emphasize that public interest requires this Commission to see that socially constructive broadcasting takes place. In my judgment the Commission cannot discharge its responsibility by turning this function over to commercial broadcasters. This is not a reflection on station owners or operators. It is simply a recognition that the formula of broadcast publication under which they operate does not permit them to do a completely social piece of work."

Mr. Evans charged, as did the succeeding educational speakers, that educational programs generally on commercial stations are segregated in the unsalable hours, while advertising and entertainment programs are concentrated at times when the greatest potential audience is available. He argued that commercial broadcasters have inherent limitations which render them incapable of satisfactorily handling educational broadcasting. Educators have contended, he said, that commercial interests cannot be trusted to do educational broadcasting.

In Europe, he said, the charge is made that Americans while they may have escaped political propaganda that is peculiar to European radio, nevertheless have "surrendered almost completely to a commercial propaganda which may be just as inimical to the public welfare."

"There can be no doubt that, if certain scientific and educational data were to be broadcast either preceding or following some of the patent medicine programs now on the air, the sponsors of those programs would immediately protest and probably withdraw their accounts. This illustrates the predicament of a commercial station manager. However honest he may be, he cannot use his station for any kind of a complete educational or informative program without making encroachments upon the foundations of his financial support."

Mr. Evans made an issue of Esso sponsorship of United Press news dispatches. He pointed out that in one of the initial programs in this series, the report of an airline crash in which 12 persons were killed was omitted even though the news was available for all of the Esso programs except those in the early morning. He said that NBC officials declared that the chains do not feel it a responsibility to deliver all of the news to their listeners.

Discussing further his contention that educational programs are practically barred from the air during evening and other financially profitable hours, Mr. Evans said that the positions of these programs are always "at the sufferance of the station or chain management." If a sponsor appears, he charged, any educational program may be dropped upon short notice or shifted to some other time. He said his testimony was designed to show the inherent incapacity of that formula to make a proper place for education or to fulfill the responsibility of public service broadcasting which commercial broadcasters have undertaken in accordance with the terms of their federal licenses.

Concluding, Mr. Evans said the FCC has a responsibility to see that the condition is corrected. It was his belief, he said, that the place to make such a correction is in connection with a reallocation of facilities. He asked that his views be taken into account.

Questioned by Telegraph Commissioner George H. Payne, Mr. Evans said he was the author of a report on broadcasting made at the behest of Senator Wheeler (D-Mont.), chairman of the Senate Interstate & Foreign Commerce Committee charged with radio legislation. He said copies of the report had been sent to the FCC but had never been published. Mr. Payne raised the question as to whether the report could be published. Mr. Evans said he would prefer to have that matter taken up with Senator Wheeler.

Asked by Comdr. Craven whether his proposal was for an exclusive allocation of educational broadcasting facilities, Mr. Evans said that other witnesses would take up this matter. He agreed with Mr. Craven that his testimony dealt largely with the nature of programs rather than actual educational station allocations.

At this point, Chairman Prall declared that the Federal Radio Education Committee under the chairmanship of U. S. Education Commissioner John W. Studebaker, was at this time considering the subject of educational broadcasting.

Educational Utopia

AS CHAIRMAN of the National Committee on Education by Radio, Dr. A. G. Crane, president of the University of Wyoming, next delivered a statement. Generally along the lines of that by the preceding speaker, Dr. Crane asked the Commission to look beyond its technical decisions and take into account the social consequences of all its acts. He charged that educational uses of broadcasting have been made incidental and subordinate to advertising. Hitting at the "inroads of commercial stations," Dr. Crane declared that educational services should not be placed in competition with commercial enterprises. The educational stations of today, he said, are the demonstration laboratories of radio and should be perpetuated.

Dr. Crane painted a picture of an educational radio Utopia wherein 33,000,000 school children would receive regular instruction over the air. He endorsed the proposal of Dr. Studebaker, made at the June 15 high-frequency hearing, for the reservation of ultra-high frequencies for educational purposes.

As engineering witness for the National Association of Educational Broadcasting Stations, Prof. Edward Bennett of the University of Wisconsin, which operates WHA, presented to the Commission a rather ambitious plan calling for a complete new reallocation under which definite facilities would be assigned to states for distribution among their own groups and interests for non-commercial broadcasting. Asking the Commission to protect the broadcasting domain "from the encroachment of the chains", Prof. Bennett suggested that it reclaim facilities for educational and social uses. He called for establishment of "a noncentralized and nonmonopolizable" allocation.

Without going into detail as to how he would accomplish the result, Prof. Bennett said that channels assigned for public use, throughout the states, would carry no advertising but would supplement and not supplant existing

A Doubtful Joke

IT WAS no joke to the Clear Channel Group when they discovered on Oct. 8 a messenger boy at the entrance to the hearing room distributing neatly printed invitations inviting their adversary Regional Group to a cocktail party that evening at a local hotel. The work of some practical joker, the invitations read that Louis G. Caldwell, Clear Channel Group counsel and Carl J. Myers, WGN chief engineer, would be hosts. Mr. Myers discovered the fraud, but was forced, it is reported, to buy off the lot from the messenger for $20. It is also reported in subterranean channels that the invitations cost the practical joker $2.75.

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3. NEW 444-foot Vertical Antenna
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FREE, JOHNS & FIELD, INC.
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N. D.

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1000 WATTS NIGHT

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commercial stations. He said this would bring about "healthy competition and rivalry" not only between neighboring states but also between the "public use" and commercial channels.

Under questioning by Comdr. Craven, Mr. Bennett said he had no specific plan of allocation and admitted that if his idea might destroy the fullest use of the limited number of frequencies available, then it would not be acceptable. He agreed also with Mr. Craven that the demand for educational facilities might be alleviated through ultimate use of high frequencies.

Educational Stations

H. B. McCARTY, president of the National Association of Educational Broadcasters, and director of WHA, continued the case for that organization by deploring the shrinkage in the number of educational stations from the some 100 which existed prior to 1928 to some 34 now. Twenty-two of these 34 are members of his organization, he said. Many of these stations, he admitted, fell by the wayside because of their own shortsightedness. However, he declared that others succeeded in doing what they proposed to accomplish and are still on the air.

In any reallocation, he said, the Commission should see that these stations are not only protected now but for the future. He said that educational station development could not go forward under the present limitations and restrictions as to hours of operation of power. Because the bulk of these stations are operated by state institutions, he added, there is a need for statewide coverage. Therefore, he said, educational stations should be accorded the lower frequencies, with their greater propogation propensities, and higher power.

Band Characteristics

BECAUSE of the enforced absence of R. C. Higgy, of Ohio State University Station WOSU, Mr. McCarty also presented to the FCC the latter's statement. In substance the statement purported to show the superiority of low-frequency over high-frequency stations from the coverage standpoint. Reference was made to a number of propogation studies made by Prof. Higgy and by others to bear out this contention. Throughout it was contended that high frequencies do not afford adequate coverage.

Some rather surprising statements as to coverage of various frequencies were made. These, it was indicated, would be challenged by other engineers. Assuming that 550 kc. represents 100% coverage of a 1,500 square mile area, the Higgy statement brought out that on 600 kc. the coverage would be only 1,300 square miles or 86% of the basic 550 kc. On 700 kc. it would be 1,000 square miles or 67%; 800 kc., 7,750 square miles or 52%; 1,000 kc., 4,600 square miles or 31%. On 1,500 kc., the analysis showed, the coverage would only be 10% of that of the 550 kc. channel and on 1,800 kc. it would be only 800 square miles or 5%. The Higgy statement emphasized that this covered areas by stations of the same power on the same frequency.

Another tabulation by Prof. Higgy related to power required to procure the same microvolt per meter signal of a 1,000 watt station on 570 kc. On 600 kc. a power of 1,170 watts would be required for the equivalent of 1000 watts on 570, he said. On 700 kc. it would be 2,200 watts; 800 kc., 4,600; 900 kc., 8,700; 1000 kc., 17,000 watts; 1200 kc., 72,000 watts; 1400 kc., 350,000 watts; 1500 kc., 800,000 watts.

In concluding the educational presentation, Mr. McCarty said he hoped that the Commission in its future planning would make the same provision for educational stations that it made originally and that it would reserve a portion of the low frequency band for educational stations. This could be done with some voluntary plan for a portion of these facilities among educational stations, he said. "Only in that way can we have full exploration rather than exploitation of our radio sources," he said.

Under questioning by Comdr. Craven, Mr. McCarty declared he was not an engineer and therefore could not answer technical questions. Comdr. Craven sought to ascertain the basis on which the propogation compilations were made but Mr. McCarty said he could not explain them.

Official Registration at FCC Allocation Hearings . . .

Rev. O. L. Abell, S.J., WWL, New Orleans.
S. E. Adcock, WROL, Knoxville.
John Aitkenhead, Jr., WADC, Akron.
W. C. Alcorn, WBNX, New York City.
Edward A. Allen, WLVA, Lynchburg, Va.
Fred L. Allman, Graybar Electric Co., Richmond, Va.
Campbell Arnoux, WTAR, Norfolk, Va.
A. L. Ashby, NBC, New York City.
Ralph Atlass, WIND, Gary, Ind.

Stuart L. Bailey, Jansky & Bailey, Washington.
I. R. Baker, RCA Mfg. Co., Camden, N. J.
James W. Baldwin, NAB, Washington.
Hope H. Barroll, Jr., WFBR, Baltimore.
E. G. C. Bleakley, WCAM, Camden, N. J.
John Barron, Consulting Engineer, Washington.
R. T. Bartley, FCC, Washington.
H. W. Batchelder, WFBR, Baltimore.
Edw. Bennett, University of Wisconsin, Madison.
W. W. Benson, WIL, St. Louis.
Louis W. Berne, WCNW, Brooklyn.
Edgar L. Bill, WMBD, Peoria, Ill.
Chas. P. Blackley, WSVA, Harrisonburg, Va.
Matthews Blanton, Attorney, KRBC, KBST, KPLT.
H. L. Blatterman, KFI-KECA, Los Angeles.
L. S. Bookwalter, KOIN-KALE, Portland, Ore.
Hiram A. Born, WHBL, Sheboygan, Wis.
Quincy Adams Brackett, WSPR, Springfield, Mass.
W. C. Bridges, WEBC, Duluth.
Isaac Brimberg, WNYC, New York City.
Willet H. Brown, Don Lee Broadcasting System, Los Angeles.
J. M. Bryan, WBIG, Greensboro, N. C.
Isaac Z. Buckwalter, Mason Dixon Radio Group, Inc., Lancaster, Pa.
J. F. Burke, KFVD. Los Angeles.
Harry C. Butcher, CBS, Washington.
Burridge D. Butler, WLS, Chicago.
Carl H. Butman, Radio Consultant, Washington.

Louis G. Caldwell, Clear Channel Group, Washington.
Martin Campbell, WFAA, Dallas.
Richard D. Campbell, American Telephone & Telegraph Co., New York City.
H. K. Carpenter, WHK, Cleveland.
Joe A. Chambers, McNary & Chambers, Washington.
C. O. Chatterton, KGW-KEX, Portland, Ore.
A. L. Chilton, Stations WGST, Atlanta, and KLRA, Little Rock, Ark.
A. S. Clarke, Clarke Engineering Service, Washington.
Lester Cohen, Attorney, Washington.
Ray Collins, WFAA, Dallas.
C. W. Corkhill, KSCJ, Sioux City, Ia.
J. V. Cosman, Federal Telegraph Co., Newark.
W. L. Coulson, WHAS, Louisville.
Rear Admiral C. E. Courtney, Director of Naval Communications, Navy Dept.
Gardner Cowles, Jr., KRNT - KSO - WMT, Des Moines.
Edwin W. Craig, Chairman, Clear Channel Group (WSM), Nashville.
A. G. Crane, National Committee on Education by Radio, Laramie, Wyo.
Powel Crosley, Jr., WLW, Cincinnati.
Andrew W. Cruse, Department of Commerce, Washington.
Ronald H. Culver, Jansky & Bailey, Washington.
John Cummings, WCAM, Camden, N. J.

E. F. Dakin, CBS, New York City.
C. J. Daly, Attorney, St. Paul.
Walter J. Damm, WTMJ, Milwaukee.
Geo. C. Davis, FCC, Washington.
Lincoln Dellar, CBS, New York City.
J. H. DeWitt, Jr., WSM, Nashville.
C. C. Dill, Attorney, Washington.
Franklin M. Doolittle, WDRC, Hartford, Conn.

A. J. Eaves, Graybar Electric Co., New York City.
S. Howard Evans, National Committee on Education by Radio, New York City.
Walter C. Evans, Westinghouse E. & M. Co., Chicopee Falls, Mass.
C. M. Everson, WHKC, Columbus.

Frank B. Falknor, WBBM, Chicago.
Arthur Faske, WCNW, Brooklyn.
Ben S. Fisher, Attorney, Washington.
Donald Flamm, WMCA, New York City.
M. E. Floegel, KFEL, Denver.
Wm. L. Foss, Consulting Engineer, Washington.
A. S. Foster, WWL, New Orleans.
D. E. Foster, RCA, New York City.
Russell Fraser, Imperial Aerogram Corp., Hollywood.
Lt. F. R. Furth, U. S. Navy, Washington.

Bond Geddes, RMA, Washington.
Wm. C. Gillespie, KTUL, Tulsa, Okla.
Benedict Gimbel, Jr., WIP, Philadelphia.
E. J. Girard, Mackay Radio & Telegraph Co., Washington.
Earl J. Glade, KSL, Salt Lake City.
W. J. Gleason, Don Lee Broadcasting System, Los Angeles.
E. J. Gluck, WSOC, Charlotte, N. C.
Stanley W. Goulden, RCA, Camden, N. J.
S. D. Gregory, Westinghouse Radio Stations, Chicopee Falls, Mass.
David Grimes, Philco Radio & Television Corp., Philadelphia.
Fred O. Grimwood, Consulting Engineer, Evansville, Ind.
John W. Guider, Attorney, Washington.
James W. Gum, Attorney, Washington.

Ray V. Hamilton, KXOK-KFRU, St. Louis, Columbia, Mo.
James H. Hanley, Attorney, Washington.
Harry Harvey, KFAB-KFOR, Lincoln, Neb.
Wilbur M. Havens, WMBG, Richmond, Va.
Philip J. Hennessey, Jr., NBC, Washington.
Julius Hetland, WDAY, Fargo.
Leslie G. Hewitt, KFWB, Hollywood.
C. A. Hill, WIBM, Jackson, Mich.
Luther L. Hill, Iowa Broadcasting Co., Des Moines.
John V. L. Hogan, W2XR, New York City.
Harrison Holliway, KFI-KECA, Los Angeles.
Capt. S. C. Hooper, Navy Department, Washington.
John T. Hopkins, III, WJAX, Jacksonville, Fla.
C. W. Horn, NBC, New York City.
Jack Howard, Continental Radio Co., Washington.
John Howland, Philadelphia Storage Battery Co., Philadelphia.
Earl C. Hull, WKY, Oklahoma City; KLZ, Denver, Oklahoma City, Okla.
Rev. J. W. Hynes, S.J., WWL, New Orleans.

C. M. Jansky, Jr., Jansky & Bailey, Washington.
Richard Johanknecht, Watertown Daily Times, Watertown, N. Y.
C. B. Jolliffe, RCA, New York City.
George I. Jones, Graybar Electric Co., Washington.
R. P. Jordan, WDBJ, Roanoke, Va.

Alexander Kahn, WEVD, New York City.
Lambdin Kay, WSB, Atlanta.
John C. Kendall, Lawyer, Portland, Ore.
John E. Kerney, Trenton Times, Trenton, N. J.
Thomas L. Kerney, Trenton Times, Trenton, N. J.

Harold A. Lafount, Washington.
William Lancaster, Graybar Electric Co., Washington.
George S. Law, Westinghouse E. & M. Co., Pittsburgh.
Laurence Leonard, WFMD, Frederick, Md.
Howard S. LeRoy, Attorney, Washington.
G. F. Leydorf, Crosley Radio Corp., Cincinnati.
Glen Litten, KFSD, San Diego, Cal.
William B. Lodge, CBS, New York City
Philip G. Loucks, Lawyer, Washington.
Eliot C. Lovett, Attorney, Washington.
P. A. Loyet, WHO, Des Moines.

J. O. Maland, WHO, Des Moines.
Alfred R. Marcy, WFBL, Syracuse, N. Y.
Maynard Marquardt, WCFL, Chicago.
Richard H. Mason, WPTF, Raleigh, N. C.
Ralph G. Matheson, WHDH, Boston.
T. E. Mathoit, Mason-Dixon Radio Group, Lancaster, Pa.
H. B. McCarty, National Association of Educational Broadcasters, Madison, Wis.
Clair R. McCollough, Mason-Dixon Radio Group, Lancaster, Pa.
Ben S. McGlashan, KGFJ, Los Angeles.
D. B. McKay, Graybar Electric Co., Atlanta.
James C. McNary, McNary & Chambers, Washington.
Carl J. Meyers, WGN, Chicago.
C. M. Meyer, KOIN-KALE, Portland, Ore.
Harold H. Meyer, WSUN, St. Petersburg, Fla.
J. I. Meyerson, KLZ, Denver, and WKY, Oklahoma City, Oklahoma City.
J. Z. Millar, Western Union, New York City.
David R. Milston, KVOO, Tulsa, Okla.
L. S. Mitchell, WDAE, Tampa, Fla.
M. R. Mitchell, WJR, Detroit.
Robert Mitchell, WMBG, Richmond, Va.
Harold B. Morrill, Hildreth & Rogers Co., publishers, Lawrence, Mass.

Lester H. Nafzger, WBNS, Columbus.
E. L. Nelson, Bell Laboratories, New York City.
E. N. Nockles, WCFL, Chicago.

Richard E. O'Dea, WNEW, New York City.
Gene O'Fallon, KFEL, Denver, Colo.
Leigh E. Ore, WPA, Washington.
H. B. Otterman, Dept. of State, Washington.

Eugene G. Pack, KSL, Salt Lake City.
E. C. Page, Consolidated Radio Engineer, Evanston, Ill.
William S. Paley, CBS, New York.
W. O. Pape, WALA, Mobile, Ala.
D. M. Patrick, Attorney, Washington.
Herbert M. Peck, WKY & KLZ, Oklahoma City.
Harold G. Peery, Don Lee Broadcasting System, Los Angeles.
Paul F. Peter, Joint Committee on Radio Research, New York City.
Herbert L. Pettey, WHN, New York City.
Greenleaf W. Pickard, Seabrooke Beach, N. H.
R. Morris Pierce, WGAR, Cleveland.
B. Pitts, KFEQ, St. Joseph, Mo.
Walter W. Ponsford, Graybar Electric Co., Philadelphia.
Wm. A. Porter, Attorney, Washington.
C. S. Powell, Graybar Electric Co., Louisville.
Garland Powell, WRUF, Gainesville, Fla.
M. L. Prescott, General Electric Co., Schenectady.
C. U. Price, KFH, Wichita, Kan.
Jas. L. Proffitt, Attorney, Washington.
K. W. Pyle, KFBI, Abilene, Kan.
W. D. Pyle, KVOD, Denver, Colo.

J. C. Rapp, KMA, Shenandoah, Ia.
Comdr. J. R. Redman, U. S. Navy, Washington.
Frank R. Reid, Aurora, Ill.
J. E. Richards, WBNO, New Orleans, La.
Edney Ridge, WBIG, Greensboro, N. C.
R. J. Rockwell, WLW-WSAI, Cincinnati.
Naylor Rogers, Los Angeles.
E. J. Rosenberg, Transamerican Brdcstg. & Television Corp., New York City.
Harold B. Rothrock, Clear Channel Group, Washington, D. C.
M. F. Rubin, WJAY, Cleveland.
J. W. Runyon, KRLD, Dallas.
F. M. Russell, NBC, Washington.
J. H. Ryan, WSPD-WWVA-WMMN, Toledo, O.

Morse Salisbury, U. S. Dept. of Agriculture, Washington.
Arthur W. Scharfeld, Attorney, Washington.
Oswald F. Schuette, Washington.
Frank D. Scott, Attorney, Washington.
William J. Scripps, WWJ, Detroit.
Don. Searle, WIBW, Topeka, Kans.
Thomas E. Sharp, KFSD, San Diego, Cal.
John Shepard 3d, Yankee Network, Boston.
Swagar Sherley, Clear Channel Group, Washington.
John M. Sherman, WTCN, Minneapolis.
H. H. Shinnick, Attorney, Washington.
M. G. Shrode, U. S. Coast Guard, Washington
Harold C. Singleton, KQW-KEX, Portland, Ore.
H. W. Slavick, WMC-WNBR, Memphis.
Lynne C. Smeby, WXYZ and Michigan Network, Detroit.
Calvin J. Smith, KFAC, Los Angeles.
Frank M. Smith, WLW, Cincinnati.
George W. Smith, WWVA, Wheeling, W. Va.
J. E. Smith, National Radio Institute, Washington.
Karl A. Smith, Attorney, Washington.
Glenn Snyder, WLS, Chicago.
Paul D. P. Spearman, Counsel for National Association of Regional Broadcasting Stations, Washington.
Stuart Sprague, Attorney, New York City.
B. E. Stahl, NBC, Washington.
E. J. Staubitz, Blaw-Knox Co., Pittsburgh.
L. W. Stinson, KVOO, Tulsa, Okla.
Frank Stollenwerck, Attorney, Washington.
W. H. Summerville, WGST, Atlanta.
Geo. O. Sutton, Attorney, Washington.

Norman A. Thomas, WDOD, Chattanooga.
A. V. Tidmore, WFMD, Frederick, Md.

Arthur Van Dyck, RCA, New York City.
J. P. Veatch, KFEL, Denver.
S. C. Vinsonhaler, KLRA, Little Rock, Ark.

James A. Wagner, WHBY, Green Bay, Wis.
Louie Walker, Graybar Electric Co., Richmond, Va.
A. C. Wallen, Truscon Steel Co., Youngstown.
Sydney E. Warner, W1XBS, Waterbury, Conn.
Loren L. Watson, Associated Music Publishers, New York City.
Wm. B. Way, KVOO, Tulsa, Okla.
J. S. Webb, WLB, Minneapolis, Minn.
Bethuel M. Webster, Attorney, New York City.
John Wesley Weekes, FCC, Decatur, Ga.
Wiley D. Wenger, KFNF, Shenandoah, Ia.
Wm. H. West, WTMV, E. St. Louis, Ill.
Clarence Wheeler, WHEC, Rochester, N. Y.
L. E. Whittemore, A. T. & T. Co., New York City.
Harry C. Wilder, WSYR, Syracuse, N. Y.
Mabel Walker Willebrandt, Attorney, Washington.
R. N. Willets, Western Electric Co., New York City.
W. P. Williamson, Jr., WKBN, Youngstown.
Raymond M. Wilmotte, Consulting Engineer, New York City.
Herbert Wilson, Consulting Engineer, New York City.
S. R. Winch, KOIN-KALE, Portland, Ore.
John E. Wing, Attorney, Chicago.
Donald Withycomb, WFIL, Philadelphia.
Rev. A. L. Wolfram, WAWZ, Zarephath, N. J.
Wilfred H. Wood, WMBG, Richmond, Va.
J. W. Woodruff, Jr., WRBL, Columbus, Ga.
Samuel Woodworth, Syracuse, N. Y.
Easton C. Woolley, WWJ, Detroit.
Hoyt Wooten, WREC, Memphis.

Mutual Gathering

WILLET H. BROWN, assistant manager of KHJ, Los Angeles, W. J. Gleason, comptroller of the Don Lee network, and Harold G. Peery, chief engineer of the network, were in New York this month to attend the nationwide foregathering of representatives of the Mutual Broadcasting System. Program and technical arrangements of the new coast-to-coast network were to be formulated. This will mean a tentative agreement on both commercial and sustaining features; what programs are to be made available on both commercial and sustaining features; what programs are to be made available to Pacific Coast listeners for the first time, and the extent of program-origination activities of the Don Lee network. Don Lee joins Mutual Dec. 29.

SKOL PRODUCTS Co. Inc., New York (Swedish Antiseptic) on Oct. 17 starts a new weekly quarter-hour on WJZ, New York, through Kimball, Hubbard & Powel Inc., New York.

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Lutheran League, Buying Time on 16 Stations, Has Big Following and Expands Its Network

By CHARLES F. KELLY JR.
President, Kelly & Stuhlman Inc.
St Louis

THE ANSWERS to many questions concerning the effectiveness of radio in the field of religious propagation, and the wisdom of having "church" on the air, have been revealed by the *Lutheran Hour*, regular Sunday broadcasts of which were resumed Oct. 4 on a special Mutual hookup of 16 stations.

Broadcasting last fall and winter on a network of 10 stations, the *Lutheran Hour* produced more than 70,000 letters from its audience, including some 20,000 that contained contributions to help defray the cost of the broadcasts. The figures answer the question as to the effectiveness of the enterprise, but the reasons for the success need explaining.

A Wide Response

THE LARGEST factor in the success of the *Lutheran Hour* has been the effectiveness of the speaker, Dr. Walter A. Maier, Ph.D., professor of history and Old Testament interpretation at Concordia Seminary, St. Louis, and widely known for his writings and lectures on Scriptural topics. Unquestionably an outstanding orator, Dr. Maier has been strikingly effective in his choice of topics and in his treatment of them.

Although the *Lutheran Hour* is under the auspices of the Lutheran Laymen's League, and is largely supported by members of the Lutheran Church, Dr. Maier's addresses have been nondenominational and have had a good response from people of other beliefs, and from thousands whom Dr. Maier refers to as the "unchurched".

Dr. Maier disproved the theory that religionists had to offer something new to win the interest of a wide following, his lectures being built entirely upon the Bible teachings, and permitting no compromise from Scriptural beliefs. The fact that such old-time religion could arouse interest was revealed by several thousand "problem" letters asking Dr. Maier's advice on many aspects of spiritual and social life. Despite the fact that his duties at the Seminary gave him a full-time job every day in the week, Dr. Maier personally answered each of these letters.

In addition to his uncompromising advocacy of scriptural authenticity, Dr. Maier has been an implacable foe of atheism, communism and the trend of so-called modern thinkers to substitute science and social planning for religious interest and activity. His mail has included many laudatory letters from other church men in many parts of the country, who endorsed his forthright stand against concessions to the present-day trend away from Bible truths.

Many considerations entered into the planning of the *Lutheran Hour* broadcasts. Selection of time, for instance, was a problem not only of reaching the largest possible audience, but of avoiding any interference with the activities of local churches, of all denominations. Support of local pastors could not be expected if the broadcasts came at an hour that conflicted with their own church services, and the result was the selection of an hour past noon when such services had concluded.

Dr. Maier's talks were designed to encourage church attendance, and his listeners were urged to accept the *Lutheran Hour* merely as a supplement to their activity in their own congregation, whatever its denomination might be.

A recapitulation of the letters received indicated that, while many thousands of those writing in were regular church-goers, many others were hospital inmates, infirm and aged persons unable to attend church, isolated people in rural and backwoods regions inaccessible to church, sailors on vessels plying American coastal waters, and others who could not conveniently attend any church. They went to "church" by radio not to avoid personal attendance, but only because the *Lutheran Hour* brought them a spiritual inspiration and help they would have had to do without.

Whereas many stations grant free time to religious broadcasts, the *Lutheran Hour* pays full station rates. Production of the programs costs virtually nothing, however, as Dr. Maier and the more than 100 other persons concerned with the *Lutheran Hour* refused any compensation for their services.

Listeners who wrote to the *Lutheran Hour* received a miniature gold cross, and thousands of booklets describing the enterprise and the characters concerned in its production were mailed out to those requesting a copy.

After reviewing the results of the last *Lutheran Hour*, the Lutheran Laymen's League decided to continue the enterprise on an enlarged network, and Kelly & Stuhlman Inc., again was authorized to arrange for the time and hookups and to handle the continuities, production direction and program planning.

Those Brooklyn Cases

A NEW complication in the so-called "Brooklyn cases" was expected to develop with the filing of an application with the FCC on Oct. 2 by Kings Broadcasting Corp., seeking the facilities of WBBC and WVFW, two of the Brooklyn time-sharing stations. Kings, owned by *The Day*, Jewish language newspaper, has entered a consolidation arrangement with the other two time-sharing stations—WLTH and WARD. A rehearing on the three-year-old case has been ordered by the FCC for Oct. 26.

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National Representatives — Edward Petry & Company

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REPRESENTED BY EDWARD PETRY & CO.

WGY, KSL Apply For 500,000 Watts

Clear Channel Applicants for Superpower Total 14

TWO MORE applications for 500,000 watts, filed during the last fortnight while the FCC allocation hearings were in progress, have brought to 14 the number of such applications now pending before the FCC. The new applicants are WGY, Schenectady, and KSL, Salt Lake City.

Aside from WLW, Cincinnati, which is also an applicant but which employs 450,000 of its 500,000 watts on an experimental license basis, the other 50,000 watters now asking for superpower are: WHO, Des Moines; WHAS, Louisville; WGN, Chicago; WJZ, New York; KNX, Hollywood; WJR, Detroit; KFI, Los Angeles; WSM, Nashville; KDKA, Pittsburgh; WOR, Newark; WOAI, San Antonio.

Of these, WJZ is the only NBC-owned station and KNX the only CBS-owned station, the KNX application for 500,000 watts having been filed under the previous ownership but retained by CBS before the FCC. KDKA is Westinghouse-owned but managed by NBC, and WGY is General Electric-owned and managed by NBC. Like WLW in its early experimental stages. KDKA under former Radio Commission authorizations has experimented with up to 400,000 watts in after-midnight tests, while WGY has conducted similar experiments up to 500,000 watts. Neither, however, previously had applied for superpower full time.

Of the 14 pending superpower applications, only KFI, WGN. WHAS, WHO, WLW and WSM are in the Clear Channel Group which on Oct. 6-7 presented its case before the FCC, asking not only for the preservation of clear channels but for removal of the present 50,000-watt maximum on clear channels. The others of the Clear Channel Group who have not applied for superpower as yet are WFAA-WBAP, Dallas-Fort Worth· WHAM, Rochester; WLS, Chicago; WOAI, San Antonio; WSB, Atlanta; WWL, New Orleans.

Coaxial Cable Installed

INSTALLATION of the A. T. & T. coaxial cable between New York and Philadelphia has been completed. While construction of the television modulating equipment is progressing none has yet been installed. All the line repeaters and the channel and group terminal equipment at New York and Philadelphia have been installed and tests and adjustments are now under way. Expenditures for the project are divided between permanent and temporary construction on the cable, the temporary charges being placed in a suspense account.

Conkey Feed Spots

G. E. CONKEY Co., Cleveland (poultry feed), on Oct. 16 will start a series of farm programs on KDKA, Pittsburgh, Fridays, 12:15-12:30 p. m., and on Oct. 19 will start sponsoring a daily-except-Sunday series of five-minute butter and egg market reports on KFAB, Lincoln. Agency: Rogers & Smith Adv. Agency, Chicago.

Case for Clear Channels, Superpower

(Continued from page 11)

by at least one group appearing at this hearing."

Going into the duplication question and attacking the arguments in support of it, the group pleaded that, whatever may be the number of clear channels decided upon, the FCC at least continue to provide that they shall be clear, and that stations on which duplication is allowed be classified as high power regionals. On this score, it asked that the present actual number of 30 clear channels be maintained inviolate.

Preserve the Independents

THE GROUP pleaded that if clear channels are reduced they be not at the expense of independently owned clear channel stations. "We all agree", read Mr. Caldwell, "and I am sure the networks agree with this as heartily as anyone else in this room—that monopoly is not to be tolerated in broadcasting. If all the high-power clear channel stations, or too many of them, should fall into the hands of two organizations with headquarters in New York, we shall have gone a long way toward what we all agree is bad. There will be at least a partial monopoly of that very important part of the radio audience that lives in rural areas."

The Group asked that limited time and daytime stations be removed from clear channels, and that in any event no additional ones be licensed in the future. As to power, it asked that the present regulation, which says that the dominant station on a clear channel be not less than 5 kw. nor more than 50 kw., be revised to read that the power be not *less* than 50 kw. That would open the way for 500 kw. or more.

Pursuing this course, the Group opposed a minimum requirement of 500,000 watts, pointing out that while some of the clear channel stations are ready to go to superpower others are not, and the latter may want to wait one, two or three years.

As to economics, that is, the arguments that superpower will destroy regionals and locals, the Group said the answer is found partially in the psychology of listeners who turn to the station located where they live in preference to the station of another city, if the program service is of equal interest.

Program Service Factor

"IF THE program service is not of equal interest, is it a sound principle of economics that the listener should be deprived of the better program so as not to cause any loss of listening public or revenue to the broadcasters of the inferior program?" Mr. Craig's statement asked. "Does public interest mean the interest of the broadcaster or of the public? * * * Finally, the conclusive answer is found in the actual financial record, present and past, of regional and local stations located within areas served by clear channel stations."

The Group asked also that, whatever the decision as to maximum power, the privilege be made available to all clear channel stations. It said it had no quarrel with the claims of regional stations for a horizontal night power increase to 5,000 watts, stating: "We believe it is reasonable, based on sound engineering facts and principles, and should be granted. So far as we have any knowledge, we have no quarrel with the claims to be made by any other group at this hearing for improvement in the regulations governing their channels. Our interest is solely in the two major issues."

A note against any drastic or radical changes in existing allocations was sounded in conclusion. The changes sought for higher power on clear channels and by regional groups are but evolutionary steps of the character the FCC has stated it had in mind, it was added.

Craven's Cross-Examination

FCC Chief Engineer Craven, after Mr. Caldwell had completed the Craig statement, began his cross-examination. The cross-examination covered the defense of clear channel station service, with Comdr. Craven endeavoring to ascertain whether Mr. Caldwell defined such service as "national". Mr. Caldwell said that clear channel stations with superpower could be relied upon to give service over a large area, but that Pacific Coast stations could not be expected to do a job of serving the entire country. Comdr. Craven raised the point of whether clear channel station signals should be "protected all over the country." To this Mr. Caldwell said that a mistake is made in talking of station service. He said the object of clear channels was to provide rural coverage to listeners who otherwise would not get service.

Answering further questions, Mr. Caldwell said that clear channel stations at present deliver a good night-time service to many rural listeners, but that it is not high quality service and this service would be improved appreciably with superpower.

Practically all of the stations in the clear channel group, said Mr. Caldwell, are operating at a profit, as far as he knew. Asked by Comdr. Craven whether the power increases would mean a decided increase in net profits for the stations, Mr. Caldwell said he was not in position to answer.

Comdr. Craven then raised the question of interference with European stations and with other stations in the Western Hemisphere through the use of superpower. He asked whether international complications might not develop if such interference should occur. Mr. Caldwell replied that there might be an international question, but that as far as he knew none of the several superpower European stations has caused interference with stations in this country. He had pointed out previously in the Craig testimony that there are two 500,000 watt stations operating in Europe, aside from some of greater power than 50,000 watts.

MISS MARY ALLEN, specialist in makeup, dress design and wardrobe for British stage and screen producers for many years, has been engaged by the BBC as assistant in charge of makeup and wardrobe in its Television Department.

Gilmore Oil Finds Lively Tieups Aid Successful Series

Youth's Paper and Monograms Attract Many Prospects

By C. S. BESSEMEYER

Vice-President in Charge of Operations
Gilmore Oil Co., Los Angeles

GILMORE OIL Co. has conducted numerous merchandising tieups in connection with its radio programs during the many years it has employed this means of advertising. Two examples — one permanent project and one temporary one— will serve to show the almost sensational success that has attended these undertakings.

When Gilmore's *Strange As It Seems* program first went on the air a little over a year ago, the *Gilmore Cub* was brought into existence. This is an eight-page color magazine, newspaper size, which features *Strange As It Seems* drawings and facts, puzzles, stories, cartoons and other features. The first edition was 100,000 copies.

Today the monthly run is 525,000 copies and the circulation is growing monthly!

The *Gilmore Cub* is not thrown away or handed out indiscriminately. It can only be obtained by driving into a Gilmore service station and asking for a copy, thus bringing a potential gasoline or oil purchaser into the service station.

The *Cub* is announced *only* by radio, and brief announcements on two programs usually are sufficient to move the entire issue. Eleven Pacific Coast stations are used and the paper is distributed only in the three Coast states.

When you consider that this means one *Cub* to each three homes in the territory, the success of this radio tieup speaks for itself.

Monograms for Automobiles

A SHORT time ago Gilmore offered monograms for automobiles via the radio program. The plan called for the motorist to buy a quart of Lion Head Motor Oil, or more, and pay 10 cents for a monogram order card which he filled out with the desired initials.

A week later the driver returned to the station and the initials, procured from headquarters in the meantime, were applied to his car.

Thus, not only was at least one quart of oil sold, but the motorist was brought into the station twice, thus making more potential sales and starting the habit of visiting the station.

And 46,267 sets of monograms were applied—an average of nearly 2,000 a day! Aside from "A-boards" outside the stations (and these were more of a "remindful" nature than anything else) radio was the only means employed to advertise the monograms. A few brief announcements at the beginning or end of the *Strange As It Seems* program were all that were made.

From these two incontestable bits of evidence, it seems conclusive that radio merchandising tieups, if properly handled, can be made to produce almost phenomenal results.

Maland on Economics

(Continued from page 11)

in an effort to show that business is improving rather than on the decline. He also went deeply into the subject of advertising expenditures and pointed out that the broadcasting industry since 1934 has increased at a greater pace than have other advertising media. He pointed out that in 1931 an FCC survey of broadcasting income disclosed that the industry as a whole was operating at a net loss. "Broadcasting had had a decade of being heavily in the red before it even approached breaking even, and it was 13 years old before it crossed the line into the black," he said. "Broadcasters were losing anywhere from a few dollars to half a million dollars a year in that earlier period."

As for the current year, Mr. Maland predicted the $100,000,000 mark would be reached by broadcasting and that if the trend is maintained the industry may look forward to even greater increases in the future. Again he referred to published statistics to prove his point that broadcasting is today outstripping all other media in its bid for the advertiser's dollar.

"Yet, in the face of all that I have said," he continued, "the broadcasting industry received but 10.8% of the amount of money spent in 1934 for advertising in the major media, and but 11.9% in 1935. The future is one for optimism, indeed, if broadcasting continues to enjoy the favor of its large listening public and thus to be an increasingly attractive method of reaching the public."

A review of these figures, Mr. Maland argued, substantiates the Clear Channel Group contention that it is the duty of stations to divert some of this profit to the high aim of improving reception in rural areas. He said this should mean higher power all down the line for regionals as well as locals, with due allowance for those cases where economic support may not have reached a point to justify expenditures for improvement.

"The figures show, in my opinion, not only that the industry can well afford to lay down these improved tracks but that there will be plenty left over to take care of prospective developments in television, experimentation with the ultra-high frequencies, and any other development that may be on the horizon."

Larger Circulation

INCREASED circulation would result from higher power, Mr. Maland said. He pointed to the statements of technical experts that primary daytime service is not now rendered to about 75% of the area of the country, containing over 40,000,000 people, without taking into account the deficiencies in nighttime service. The industry as a whole, Mr. Maland said, will gain in revenue as it gains in circulation and as it gives better assurance that its programs will reach what it claims as its present circulation.

Discussing possible increased rates for superpower stations, Mr. Maland referred to WLW's increase of some 20%. Taking into the account the trend of broadcast advertising and the increased coverage that would result, he said, it can hardly be doubted that the higher rates would be easily absorbed and would be met cheerfully by advertisers.

Coming to the high point of the effect of superpower upon other classes of stations, Mr. Maland pointed out that radio "circulation" can not be cut down without playing into the hands of competing media with an eventual adverse effect on the entire industry.

First he raised the question of duplication of clear channels and the economic effect upon the station owners who propose it — the National Association of Regional Broadcast Stations. "The most obvious corollary is that there will be more stations which, with respect to power and coverage, will in general fall in the category of regional stations." And he pointed out that most of these stations obviously would go into cities in which there are already stations. To buttress this argument, he quoted lengthily from statistics relating to station locations to show that the vast majority are in urban areas.

There is no city in the country with a population over 81,000 that does not have at least one station, said Mr. Maland. The largest city that has none is Saginaw, Mich., with 80,715, but he said this might well be included as a part of the same community as Bay City, Mich., which has a station. Moreover, he said, many stations located in small towns or cities in recent months have moved to larger urban areas.

Mr. Maland stated flatly it was his opinion that regional and local stations as a whole "will benefit and not suffer" from the increase to 500,000 watts on clear channels. He added:

"Take the physical technical facts as a starting point. These, at least, are not difficult to prophesy. A 500-kilowatt station will deliver a signal at any given point slightly over three times the signal a 50-kilowatt station would have delivered at the same point. Its contours in terms of field strength will be somewhat enlarged, although not anywhere as much as the layman might expect, as you have already seen from the technical exhibits.

"I confess I am utterly unable to understand the thought the President of CBS expressed yesterday in this connection. He said, as I understood him, that this tripling of signal strength would make such a difference that Columbia would be forced to drop affiliate stations located within the primary service area of the clear channel station. A few minutes later he said, as I understood him, that this same tripling of signal would not substantially improve rural and remote service.

Field Strength

"IN ANY EVENT, take any field strength you want, 10 millivolts or 5 or 2 or one-half a millivolt, and you will find the contour somewhat further out and including some cities and towns that were not included within the corresponding contour of the 50-kilowatt station. The 10-millivolt contour, of course, encircles the area in which a signal satisfactory for city-dwellers is delivered, according to the Commission's standards. The 2-millivolt contour does the same for the residential or suburban dweller. We can, I think, disregard anything beyond the 2-millivolt contour, since the signal is insufficient for listeners in any communities likely to have broadcast stations. And I suspect that Columbia would not drop any affiliate unless it were located at least within the five-millivolt contour and perhaps closer."

Citing additional statistics, Mr. Maland said that if all clear channel stations went up to 500 kw., there would be but 24 more regional stations within the five millivolt contour of the clear channel stations. Of the 24, nine are affiliated with networks, four with

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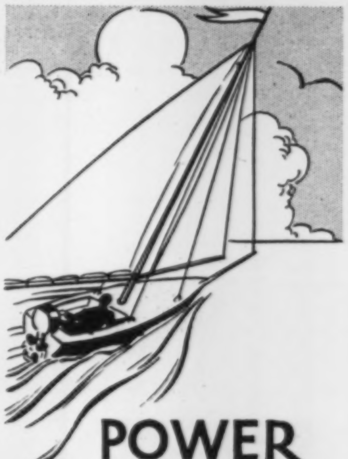


POWER
YOUR "SALES"
IN WESTERN
MONTANA
WITH
KGIR
BUTTE · MONTANA
Representatives
JOSEPH McGILLVRA • NEW YORK-CHICAGO
WALTER BIDDICK CO. • PACIFIC COAST

Thanks To You, Mr. Station Manager And Advertising Agency Executive!

Your courtesy to our field managers, and the time given to them in listening to our programs is greatly appreciated.

We are happy to receive your contracts leasing these features for your use, and we want you to feel that your relationship with Transco is not only going to be a pleasant one, but a profitable business association as well.

In producing these programs, Transco has kept pace with the ever increasing demand of a critical audience for the very best in entertainment, and from the moment your order is received in our office, the objective of our entire organization is to render every possible service to you and your clients, to the end that each radio campaign using a Transco feature length program will be productive of sales results.

●

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.

HOLLYWOOD OFFICE
1509 N. Vine Street
●
CHICAGO OFFICE
666 Lake Shore Drive

FROM HOLLYWOOD TO NEW YORK

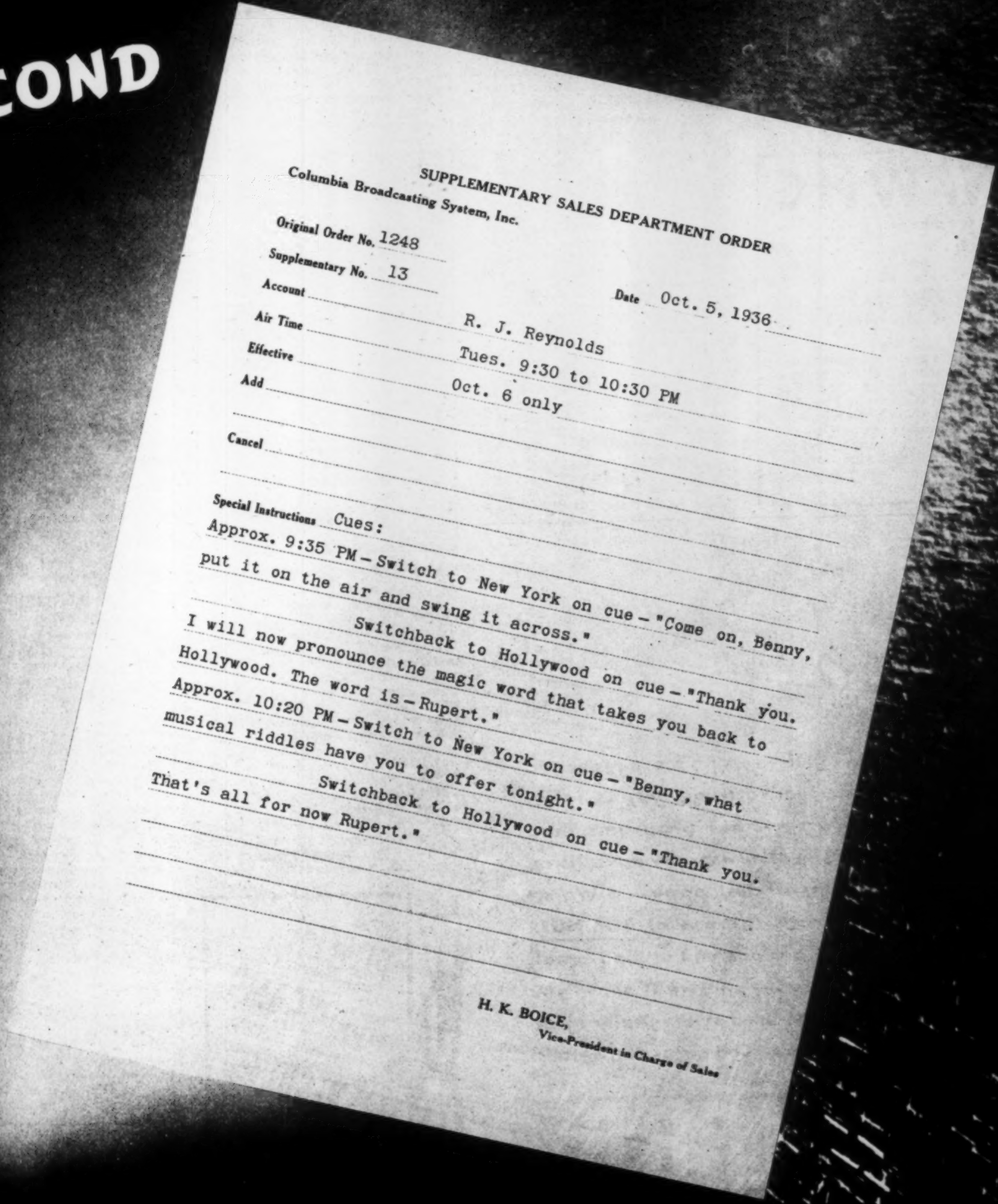
IN ONE-SIXTIETH OF A

THAT'S RADIO—DOING A JOB!

CAMEL CIGARETTES swing their radio campaign from Hollywood to New York and back *with the speed of light.* And *tell* their story to New York, to Hollywood—to all the towns between—with the speed of light. Only radio can do this. Only *network* broadcasting can do it. Which is one reason why the Columbia Network is now carrying the strongest schedule of radio advertising and entertainment in its history

THE COLUMBIA BROADCASTIN

A SECOND



SUPPLEMENTARY SALES DEPARTMENT ORDER

Columbia Broadcasting System, Inc.

Original Order No. 1248
Supplementary No. 13
Date Oct. 5, 1936
Account R. J. Reynolds
Air Time Tues. 9:30 to 10:30 PM
Effective Oct. 6 only
Add
Cancel

Special Instructions Cues:

Approx. 9:35 PM – Switch to New York on cue – "Come on, Benny, put it on the air and swing it across."

Switchback to Hollywood on cue – "Thank you. I will now pronounce the magic word that takes you back to Hollywood. The word is – Rupert."

Approx. 10:20 PM – Switch to New York on cue – "Benny, what musical riddles have you to offer tonight."

Switchback to Hollywood on cue – "Thank you. That's all for now Rupert."

H. K. BOICE,
Vice-President in Charge of Sales

NG SYSTEM • 485 Madison Avenue, New York

NBC and five with Columbia. "These are the stations which will lose their network connections if Mr. Paley's prophecy is correct. There are 59 local stations within the present contour and 26 more within the new contour, an increase of 44%. None of these is affiliated with a network and consequently no local will be injured in this respect."

Dipping into the financial statements of regional and local stations, as reported to the FCC in applications for license renewals, Mr. Maland quoted statistics on the earnings of those stations to prove his arguments.

He set out to show that these categories of stations had not suffered when clear channel stations went up from 5 to 50 kw. but that on the other hand they have made a remarkable gain. Taking the last renewal applications of these stations as the source of information he calculated the average monthly profits of regionals and locals within five millivolt contours of 50 kw. clear channel stations and compared them with the average monthly profits of regional and locals outside these contours, as well as the overall averages. The averages were based on returns from 160 regional stations and 130 locals. The average monthly profits of all regionals was $2,534.84. The average monthly profits of regionals outside the five millivolt contours was $1,894.10.

Highest Profits

THE AVERAGE monthly profits of regionals within the five millivolt contours was $3,675.05. And the average monthly profit of the members of the NARBS was $2,904.33, or almost $400 better than the average for all regionals.

The same holds true for locals, he said, with the average monthly profits of all of them at $535.10; of those outside the five millivolt contours $409.90, and of those within the contours $1,187.99.

The highest profits reported by any regional and by any local, he said, "are from stations located in cities having clear channel stations. The same is true of the highest profit reported by any regional belonging to NARBS." Concluding this argument, Mr. Maland said it was difficult to find anv basis in actual experience for the claim that the proposed increase of power of clear channel stations would work injury to regionals or locals. Then he plugged in a few additional arguments.

Super-Power Costs

SOME basic figures on the costs of installing and operating a 500,000 watt station by existing 50,000 watt clear channel stations were given the FCC Broadcast Division Oct. 8 by Louis G. Caldwell, counsel for the Clear Channel Group. He said the expense involved in the installation of a 500 kw. transmitter at a station already having a 50 kw. unit would be $310,000. The overall cost for operation of a 50,000 watt transmitter is $3,500 per month. In the case of an increase to 500,000 watts, this cost would be raised to $12,000 a month. Depreciation on a 50,000 watt job is charged off at the rate of $2,000 per month and in the case of a 500,000 watt installation at $4,630 per month. Thus, he said, the total for the respective units would be $5,500 per month for a 50 kw. and $16,630 per month for a 500 kw. Breaking down these monthly items, the power bill for a 50 kw. station is $1,600 per month and for a 500 kw. $6,560; tubes, $900 as against $4,000; personnel; $800 as against $1,000, and miscellaneous, $200 as against $440. No attempt was made to estimate the increases in program expenses and other costs since under ordinary circumstances there is no reason why these should increase.

He said the increase of power necessarily would drive local advertising to regionals and locals; the increased power would mean increased rates with the local advertiser unwilling to pay for coverage that would be wasted on rural markets. "The clear channel station becomes more and more distinct as an advertising medium, less and less a competitor," he asserted. "To use a familiar analogy. it resembles a magazine read over a wide area as distinguished from a local newspaper."

For the Clear Channel Group as a whole, he said, a hurried survey indicated that in most cases the national advertising constitutes 90% or more and the local advertising 10% or less of the total. In only two cases, he said, does the national business drop below 70%. "Manifestly, a regional or local station 50 or 100 or more miles away from the clear channel station will not suffer with respect to its local advertising. In fact, all regionals and locals are more likely to gain than lose. There is no greater incentive to local advertising than the interest in advertising that is created among prospective local advertisers by successful national advertising. They are awakened to its usefulness."

Attempting further to disprove the "threat" of networks dropping regional affiliates if superpower comes, Mr. Maland pointed out that in Chicago two network clear channel stations deliver signals of an average of six to eight millivolts in Milwaukee. Yet, he said, Milwaukee regionals still have their NBC and Columbia affiliations.

"Suppose, however, that they should lose their present network connections. What reason is there for believing that additional networks will not be established, or for believing that the regional may not find a very worthwhile mission to perform in additional programs of a local interest? The apprehension is, however, completely unfounded, so far as the independently owned clear channel station is concerned. The tendency would inevitably be in the other direction, with the clear channel station taking a smaller and smaller amount of network programs and the regional station taking an increasing amount. This is not guess-work. It can be demonstrated from actual experience."

Rural Population

THE ADVERTISER who wants regional coverage in the sense of reaching the rural and small town population, continued Mr. Maland, will not use a regional or local station anyway. He does not do so now and he would not do so if clear channel stations increase to 500 kw., he said. On the other hand, the advertiser who wants to cover any city of large or even fair population intensively will not use a clear channel station 75 or 100 miles away but a regional or local in that city if it has a station. Even in national regional broadcasting, he said, a tendency is fast developing which bids fair to bring substantial revenue to regionals and locals. He referred to the rebroadcasting by such stations of programs disseminated by a high-power clear channel station some distance away. The possibilities of such service will be enormously increased with higher power, he said, and in a sense this can be described as regional network broadcasting.

Diverting from his assigned subject of economics, Mr. Maland criticized unnecessary hearings before the FCC in competitive cases. He referred to those which are

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1000 Watts*
●
Big Crops and Good Prices!

Official estimates indicate North Carolina's 1936 crop values will equal the quarter billion dollars of 1935. Use WWNC and you blanket Western North Carolina — where prosperous agriculture joins with manufacturing, resort business and mining to make a rich, responsive market!

ODD LOTS FOR SALE
There is no more reason to think of radio advertising only in terms of solid quarter-hour programs than there is to think of newspaper advertising only in terms of full pages. ● We at WFBR encourage the use of 5 MINUTE and 1 MINUTE periods and station-break announcements--and we'll show you how they can be used strategically to do a solid selling job. Call on us for details.

IN BALTIMORE THEY LISTEN TO—
WFBR
MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK
National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO
SAN FRANCISCO
DETROIT

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION in CHICAGO!
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

WGH
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

based on applications which are contrary to Commission regulations or engineering standards and which have, or ought to have, no reasonable possibility of being granted. "The Commission undoubtedly already has some conception of the large sums which broadcasters must pay annually to defend their assignments and their listeners against such applications. It seems to us that much will be gained by a rigid adherence to anv regulations that may be adopted so that there will not be the continuous temptation to new applicants to gamble on a waiver of the rules."

In closing, Mr. Maland talked about social effects of proposals relating to clear channels. The social importance of radio, he said, is too obvious for discussion. As for the retention of clear channels with superpower, he said it is an issue of whether the commodity should be modernized instead of being antiquated. There is no conflict, as it is sometimes claimed, he said, between sound economic and social principles and sound technical principles. "Adherence to the later will further the public or social interest and at the same time will further the industry's true economic interest. It is nonadherence to sound technical principles that leads to uneconomic and anti-social consequences."

The cross-examination dwelt largely upon competitive phases of broadcasting, taking into account the proposed superpower.

"If we retain 30 clear channels and allow 500 kw. could we contemplate within the next two or three years that there would be 30 such stations?", asked Comdr. Craven. Mr. Maland said he was unable to answer but that he felt that eventually and if their circumstances permitted, clear channel stations would take advantage of the superpower opportunity.

On the question of competition, he said he felt there would be no radical economic effect but pointed out that the broadcasting business is one of perennial change. Asked whether clear channel stations are operating at a profit, Mr. Maland said that he did not have the information but that WHO was operating at a profit.

Comdr. Craven asked whether in the case of WHO it would be willing to install a 500,000 watt transmitter at the same time as it invested large sums in television if television appeared simultaneously.

Just for Fun

A NEW account of WIP, Philadelphia, after auditioning 22 girls for an announcing role, selected the one they decided was the best of the group and then discovered it was J. Jessie Kane, secretary to Benedict Gimbel Jr., WIP president. She had entered the contest as a joke.

To this, Mr. Maland said he would have to know something about television costs and could not answer directly.

The question of multiple control of superpower stations was raised by Commissioner Irvin Stewart, who inquired of Mr. Maland whether he was in favor of limiting the number of superpower stations under single control. Mr. Maland responded in the affirmative. Then Dr. Stewart asked whether he would favor a requirement that not more than one superpower station should be under single control in a particular location and Mr. Maland's reply was an emphatic yes.

Rate structures were invaded again when Broadcast Division Commissioner Norman S. Case inquired of Mr. Maland whether rates were scientifically arrived at or arbitrary. He followed this with an inquiry as to whether increased rates could be procured to justify the increases of 30 clear channel stations to 500 kw. and Mr. Maland said it was reasonable to assume that the increased cost would not effect the industry appreciably.

Frank Presbrey

ADVERTISING lost one of its outstanding leaders Oct. 10 with the death of Frank Presbrey, founder of Frank Presbrey Co. Inc., a leading advertising agency, at his home in Greenwich, Conn. Mr. Presbrey, 81, succumbed to a heart attack. A native of Buffalo, Mr. Presbrey was an 1879 graduate of Princeton, where one of his classmates was Woodrow Wilson. He was publisher of a newspaper in Youngstown, O., and founded and published a magazine in Washington which later merged with the *Literary Digest* and was otherwise active in the publishing field until 1896 when he established his own agency. He retired as its president in 1930 in favor of his son, Charles Presbrey, who still heads it. He has frequently been called "the dean of American advertising". His widow, his son and two daughters survive.

TIEING in with Mayor Bernard Dickmann's safety campaign in St. Louis, the *St. Louis Globe-Democrat*, is sponsoring two 15-minute juvenile broadcasts a week on KMOX, featuring *General Safety*, who talks to the youngsters on the importance of caution.

CALL letters of KIUJ, Santa Fe, N. M., licensed to L. Laurence Martin, have been changed to KRQA.

WOL

FIRST among local stations in the United States in Total Business.

Washington, D. C.

G. C.
PACKARD

Campbell-Ewald Company

WMBD has proved it reaches the rich Central Illinois market. That's why this station carries, we believe, more national and more local advertising than any station its size in a market of its size.

Now, with greatly increased coverage, WMBD is doing a better job than ever for the Chevrolet account. Thank you for this business! We are prepared to do the same kind of a job for your other accounts.

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

POWERFUL

. . . now operating on 5KW

POPULAR

. . . 13% more listeners than the first competing outlet

KFPY

is the outstanding radio buy in Spokane, carrying your sales message throughout the $400,000,000.00 trade area that is a "hot spot" on the nation's sales map.

KFPY REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK and
Palmolive Building, CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
and 1358 Russ Bldg., SAN FRANCISCO

KWTO-KGBX
SPRINGFIELD, MO.
NBC
KCMO
KANSAS CITY, MO.
WTMV
E. ST. LOUIS

address your message to 3 markets through three popular stations at one low rate!

Here are three "voices" which cover very completely the Major Missouri Markets — Missourians prefer these stations because they "speak their language".

Your message over these stations will increase your turn-over and distribution throughout the State.

Write for ONE LOW RATE and time available.

KWTO-KGBX
NBC
SPRINGFIELD, MO.

KCMO
KANSAS CITY, MO.

WTMV
E. ST. LOUIS

WJAY

Cleveland • 610 Kilocycles

We Dominate the Foreign Market

WJAY IS THE ONLY RADIO STATION IN CLEVELAND CONCENTRATING ON FOREIGN PROGRAMS

That Means When You Use WJAY You Broadcast to 60% of Cleveland

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

Representatives

Weston, Frykman and Allen

Paley on Superpower

(Continued from page 12)

local advertisers, while delivering the same coverage as it delivers to national advertisers, the net result is apt to be an actual operating loss on the sale of local advertising, which must be compensated by an artificially high rate to national advertisers. An economic paradox results which makes the superpower station's problems harder.

"The third disadvantage for the superpower station lies in the multiplication of its numbers. Here I should like to fall back upon questions. Can 20 or 25 superpower stations be as successful as one? Will the existence of many 500 kw. stations tend to equalize and nullify the advantages of each, although it does nothing to nullify the heavy investment and operating cost of each? In other words, isn't it dangerous to project the phenomenon of one superpower station into the commonplace of many?"

Effect on Other Stations

MR. PALEY concluded further that "we must face honestly the almost certain fact that if superpower is admitted under the rules, it will appear in cities and markets that have little possibility of supporting it without detriment to local program service, and will extend so widely that it becomes a commonplace." As to the effects upon regional network stations, Mr. Paley said:

"Perhaps the most serious problem which confronts these regional stations which are now on one of the networks, and which lie within the future service area of a superpower station, is the fact that they must face the probable loss of their network affiliation." This loss, he added, would entail loss of audience, loss of revenue from the network and loss of network sustaining prestige programs.

"The addition of network programs," he said, "seldom fails to double the habitual audience of a station, even within its own city. The subtraction of network programs seldom fails to reduce that audience by half."

As for the effect upon local network stations, CBS found only disadvantages and dangers, and Mr. Paley pointed out that in two cities on the CBS network the addition of superpower would in all probability lead to the dropping of seven stations now on the network. Similarly, non-network stations would suffer, he added, if signals from distant stations swept through their communities with three or four times their present strength.

Cross-examined by Chief Engineer Craven, Mr. Paley said that it was his estimate that in all but few cases rural residents now received substantially good day and night coverage. With superpower, he said, that coverage would only be slightly improved. Asked by Mr. Craven whether his testimony was meant to be purely economic rather than engineering, Mr. Paley said that the two subjects were interrelated and that his effort was to "advise caution".

WAYX Goes on Air

THE NEW WAYX, 100 watter on 1200 kc., recently authorized for Waycross, Ga., was to be inaugurated Oct. 12, using a composite transmitter with Collins Radio Co. speech input equipment. Owner and manager of the station is S. F. Sapp. Jack Murray, formerly with WRVA, Richmond, and WGST, Atlanta, is commercial manager. F. M. Fortier, formerly with WXYZ, Detroit, and WOOD, Grand Rapids, is chief announcer. John Tobola, formerly with KELD, El Dorado, Ark., and WFMJ, Daytona Beach, Fla., is chief engineer.

Rolls Razor to Place

LEE & SCHIFFER Inc., New York (Rolls razor) in December will make up a spot schedule to start early in 1937. Kimball, Hubbard & Powell Inc., New York, is agency.

Saturation Point In Radio Sets At Rockford, Illinois

●

WROK at Rockford, Illinois, is conducting its annual listeners' survey this year on the house-to-house basis, starting with Rockford.

Preliminary reports on the survey show that 96 out of every 100 Rockford homes have radio sets; out of every 100 radio homes 97 listen regularly to WROK; and 60 say plainly and enthusiastically that THEY BUY GOODS ADVERTISED ON WROK.

Cover northern Illinois and southern Wisconsin with WROK, Rockford.

TELEVISION IN 2 YEARS
Paley Disc'oses CBS Budgeted For Big Investment

THE significant disclosure that CBS is bulwarking itself against the imminent advent of television, which he estimated is close at hand, was made by William S. Paley, CBS president, in his statement before the FCC allocation hearing Oct. 6. Mr. Paley was cautioning the FCC against requiring heavy financial commitments by stations at this time, especially for superpower in view of forthcoming changes in the art.

"In television alone," he said, "it is my opinion, after a study of European developments and a knowledge of television's status here, that the broadcasters are less than two years away from commitments of many millions of dollars. Columbia's budget alone is over $2,000,000—for experimental broadcasting work in this new field. Many more millions must follow, in the public interest, before there is any hope of return.

"Now what about the cost of superpower? Our careful estimates of the cost of 500 kw. stations indicate a burden of over $10,000,000 of capital investment by the broadcasters—with an additional operating cost of between $3,000,000 and $4,000,000 a year. These are not guesses but careful estimates by engineers and accountants. Knowing the economics of broadcasting as well as we do, I feel justified in saying that if the burden of cost of superpower is thrown upon the industry at almost the same time it is faced with costly development work in new fields, one or the other is very apt to suffer."

Mr. Paley had returned from several months in Europe only the week before, and his statement indicated he had studied television while there. Earlier in the summer Paul Keston, CBS vice president, spent several months in Europe during which he also studied television exhaustively.

New KMOX Studios

WHEN Major Bowes salutes St. Louis Oct. 22, during his CBS broadcast for Chrysler, he will also turn a key, which, by means of a photoelectric cell, will open the doors of the newly constructed studios of KMOX, Columbia key-station in St. Louis. Fifteen thousand square feet of floor space in the St. Louis Mart Building have been added to the 25,000 square feet already occupied by the station, the addition including a large reception room, musicians' lounge, new "Magic Kitchen" with its own auditorium seating 175, ten new executive offices, a continuity room and an additional broadcasting studio. The station thus now has eight studios, ranging from a small one for speakers to the Radio Playhouse which seats an audience of 400.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
NEWS is your best bet this fall.
TRANSRADIO

14 YEARS and 1922 1936

1 advertiser has used WOAI 11 consecutive years
22 advertisers have used WOAI 7 consecutive years
36 advertisers have used WOAI 6 consecutive years
55 advertisers have used WOAI 5 consecutive years
74 advertisers have used WOAI 4 consecutive years

This year 211 products and services are achieving sales response from 710,800 odd radio families by using the clear channel, 50,000 watt coverage of the premier sales medium in America's fastest growing market.

WOAI
50,000 WATTS - CLEARED CHANNEL
1190 KILOCYCLES

San Antonio

Represented nationally by Edward Petry & Co.
Affiliate - National Broadcasting Company
Member - Texas Quality Network

Lohr Asks for Gradual Changes

(Continued from page 12)

requirements which we have recommended for clear and regional stations.

"5. With respect to differentiation in the maximum power permitted in the daytime and at night we see no objection if the expense of maintaining the added equipment over balances the benefits to be derived from the greater power."

Mr. Lohr concluded with an offer of utmost cooperation with the FCC in whatever decisions it may reach as a result of the extraordinary hearings. If higher power means better service to the public, he said, then let there be higher power. "If it produces hazards to our present methods of network operations, then let us adjust our methods to meet the public interest."

Objectives of the NBC as the pioneer network were outlined in the opening of his statement. "We would not have you believe that NBC's concern for the radio audience is one of pure altruism," he said. "We do want to impress upon you that NBC's only business is that of broadcasting; that we hope to be in it for a long time, and that, in the long run, he who serves best profits most — in this business, above all others."

General Welfare

DEFINING his view of the public interest requirement of the law, Mr. Lohr declared his company construed it to mean the welfare of all listeners throughout the country. He spoke of NBC's service, frequently at a monetary loss, to outlying stations in sparsely settled areas. He described the nature of NBC's service not only in the way of commercial programs, but public events which are in the non-sponsored category.

Discussing power, Mr. Lohr declared that no matter how strong a station's signal may be, it will not retain its audience against present day competition unless it furnishes an attractive program schedule. By the same token, he added, unless the station is able to deliver its program to the loudspeaker sufficiently free of interference from other stations and sufficiently above the noise level of its community to render an acceptable and enjoyable service, its listeners are not receiving the maximum service which it is possible to give them.

"Finally," he declared, "the term 'public interest' means an industry operating upon an economic foundation strong enough to carry these obligations. It was then that he made his plea for three-year licenses.

"In the long run," he added, "most of the economic problems facing this industry must be decided by the owners of stations themselves. But it is obvious that to whatever extent undue and unwise economic burdens are imposed upon the broadcaster by regulations, to that same extent must his capacity to render service suffer. Or, by exercising your regulatory power wisely, you can bring about an ascending spiral wherein the industry, built upon sound economics, supplies better programs through better stations to a better satisfied public and thus become increasingly prosperous itself.

Against Reallocation

LIKE practically all preceding industry witnesses, Mr. Lohr recommended against a reallocation of station assignments, declaring he could perceive no substantial benefit either to the public as a whole or the industry as a whole from such an upheaval. He said he did not mean to imply that the present system is so perfect that there is no room for progress, but that it should not be changed unless the public would profit substantially.

Declaring the question of power to be the most important single issue involved, Mr. Lohr asserted:

"We believe that it would be unwise and unduly disturbing to the industry for you to require expenditures of this magnitude for this purpose by any class of stations at this time. And in using the word 'require', we mean to include not only affirmative mandatory regulations but also any action which would permanently penalize the station owner who fails or is unable to install higher power upon short notice.

"Your present practice is to require that each applicant who comes before you seeking increased power shall present evidence satisfactory to you that he has adequate financial ability to incur the increased operating expenses involved including depreciation, without jeopardizing his economic ability to render service. We see no reason to change this requirement. What shall be considered adequate financial responsibility must be a question to be determined upon the facts in each case and therefore, the only standard we can suggest is that of reasonableness. We do think that the prospect of increased profit subsequently is not a complete justification for the grant. Considerable weight should be attached to the applicant's proven ability to do something more than merely to make both ends meet heretofore.

"There are no valid social objections to higher power. You have been told that if you authorize higher power on some stations it will enable them to deliver satisfactory signals in areas not now served by them and that, because their program service is superior, these higher powered stations will attract listeners who must now be content with something less. This has not been the experience of the industry. On the contrary, it has been our experience and that of the receiving set manufacturers that when broadcasting service improves in any community the interest of that community in all broadcasting increases proportionately. Moreover, higher power will not come over night. It will come gradually and will be assimilated over a period long enough to give each station an opportunity to readjust its methods of operation and to find its proper place in the economic and social structure. In any event, the answer cannot be to protect a station through depriving the listening public of a superior service; it must be to improve the service of the smaller station."

APPLICATION for 5,000 watts both day and night on its 930 kc. regional frequency was filed Oct. 13 with the FCC by KPRC, Houston, now using 5,000 day and 1,000 night.

Seek Denver Local

HEADED by Jerry Akers, commercial manager of KVOD, Denver, and formerly with WCKY, Cincinnati, the newly formed Mile High Radio Corp. has applied for a new 100-watt night and 250-watt day station on 1210 kc. in Denver. Mr. Akers is president of the concern, with C. W. Besse, president of the Colorado Beverage Co., as vice president, and Jack Langan, local head of the Universal Film Exchange, as secretary-treasurer. Another pending application for a new station in Denver is that of Rev. S. H. Patterson, seeking 1,000 watts on 1570 kc. Mr. Patterson recently sold his KVOR, Colorado Springs, to the owners of KLZ, Denver, and WKY, Oklahoma City.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

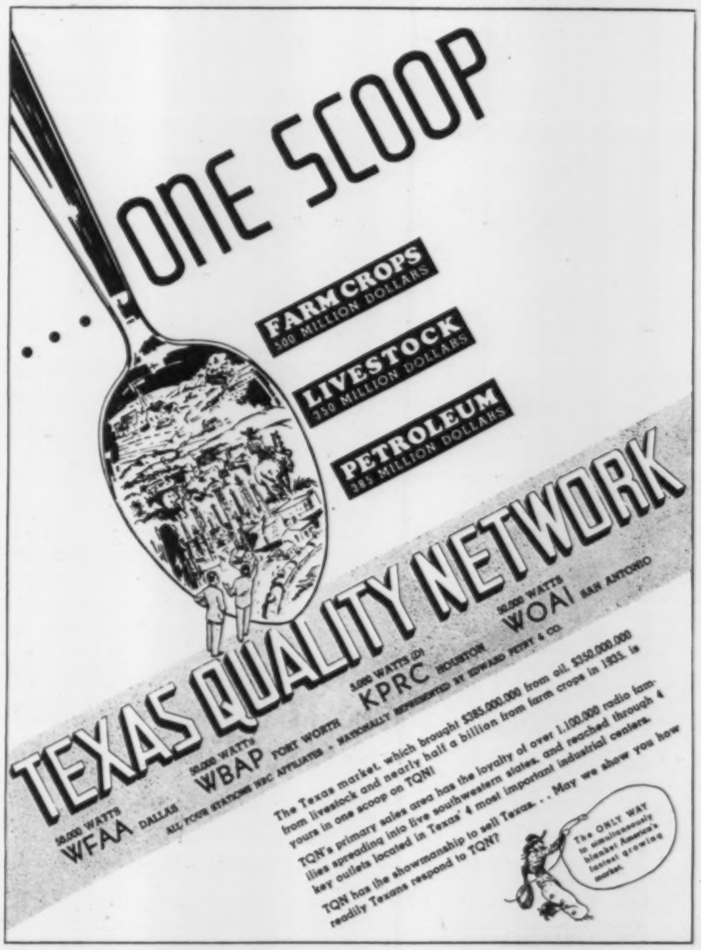
Selected by
CHEVROLET-FORD
and Other Nationals

This is that popular station with the big voice, large enough to cover the rich realm of East Texas. *Used by the big fellows!* If YOU want to harvest some of the wealth from East Texas, and cover this section, you can do so effectively and economically with KFRO. Investigate!

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEX.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast music
by remote control.



. . . ONE SCOOP
FARM CROPS
500 MILLION DOLLARS
LIVESTOCK
350 MILLION DOLLARS
PETROLEUM
385 MILLION DOLLARS
TEXAS QUALITY NETWORK
50,000 WATTS WFAA DALLAS
50,000 WATTS WBAP FORT WORTH
5,000 WATTS (D) KPRC HOUSTON
50,000 WATTS WOAI SAN ANTONIO
ALL FOUR STATIONS NBC AFFILIATES • NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
The ONLY WAY to simultaneously blanket America's fastest growing market.

The Texas market, which brought $385,000,000 from oil, $350,000,000 from livestock and nearly half a billion from farm crops in 1935, is yours in one scoop on TQN!

TQN's primary sales area has the loyalty of over 1,100,000 radio families spreading into five southwestern states, and reached through 4 key outlets located in Texas' 4 most important industrial centers.

TQN has the showmanship to sell Texas. . . May we show you how readily Texans respond to TQN?

Crosley Reports Superpower Success

(Continued from page 14)

ter into the determination of these questions.

"I am, however, able to give certain facts showing the relative cost of installation and operation of a 500 kw. and a 50 kw. plant based upon our experience, and since 50 kw. equipment is now standard, and a sufficient number of such units have been installed and in operation over a period of years, it should not be difficult to apply these ratios to any given case.

"In determining total operating costs, it is necessary to provide for a depreciation or amortization of the original cost of equipment for a period which approximates the life of the equipment. In the following comparison of figures we have used a depreciation of 10% based on 10 year life for both the 50 kw. equipment and its comparative 500 kw. equipment. Breaking down the purely technical items, we find that it costs us 371% more for electrical power; our water bill is 80% higher, tubes cost us 33% more in operating the 500 kw. transmitter over a 50 kw. unit. These figures do not take into account added program expenses, extensive building or construction, or additions to the administrative or executive staff which may be regarded desirable or even necessary. In our own case we did add 140% to administration and salaries; 9% to fixed charges and rent; 75% to program costs, and depreciation of 10%, so that in going from 50 kw. to 500 kw. our operating cost has increased 68%. As against this total operating increase of 68%, we increased our advertising card rate 20%, but have been able with the greater demand for our station to operate at a profit.

Effect Upon Regionals

"IT IS EVEN more difficult to estimate the economic effects of 500 kw. operation upon stations of other classes located within the service area of the 500 kw. station. We have had no experience on this point and no opportunity to observe, other than that afforded by our ownership and operation of WSAI, which is a regional station also located in Cincinnati. In that case the operation of the 500 kw. transmitter at WLW has had no adverse effect upon the network or other business of WSAI. As a matter of fact, the business of the regional station has increased steadily through this period."

Cross-examined by Comdr. Craven, Mr. Crosley said he believed WLW's percentage of profit with 500 kw. operation is as great as it was before it increased the power. He pointed out this would indicate that the station is making more dollars. Responding to additional questions, he said he would supply definite information on this but that since WLW was operated as an integral part of the Crosley Radio Corp., separate figures were not broken down to show revenue from the station and operating overhead for the respective divisions. Asked what the investment in WLW was, Mr. Crosley estimated that it amounted to about a half million dollars over and above the 50,000 watt cost. He said this included a new building, vertical radiator and other equipment. Comdr. Craven asked Mr. Crosley whether in his opinion the operation of thirty 500,000-watt stations would have any effect upon present business methods of the industry, and Mr. Crosley responded that he was not in position to answer since he had never studied the question.

Practically all of the members of the FCC asked several questions of Mr. Crosley on the economic side, and Telegraph Commissioner George H. Payne launched what was intended to be an attack upon WLW and its president on its program policies and methods.

Favors Smaller Stations

MR. PRALL inquired whether the granting of any great number of superpower licenses would tend to destroy smaller stations, and Mr. Crosley said that he personally was in favor of horizontal increases for small stations. He said he had always made his own analyses on the basis of one station operation but that he did not feel that any damage would be done smaller outlets. Smaller stations, he said, apparently are prospering and there is a big demand for new ones. Asked by Mr. Prall whether it was a case of "survival of the fittest", Mr. Crosley said he had seen no such indication. Commissioner Thad H. Brown inquired whether the licensing of additional superpower stations would wean away from smaller stations their audiences, and Mr. Crosley responded that his observations were that listeners preferred to "select" their programs. With additional stations, he said, listeners would get a greater degree of selection but he did not feel that any substantial audience would be drawn away from local stations.

On the question of station rates, also raised by Commissioner Brown, Mr. Crosley said that he felt it was "so much guesswork." When WLW went to 500 kw., he said, the station arbitrarily increased its rates 20%, feeling that this was justified since it would give its advertisers three or four times the coverage formerly afforded. There were no unfavorable reactions, he said. Mr. Crosley, under questioning by other commissioners, declared that he felt the Commission should decide for itself whether other stations should be permitted to go to 500 kw. and that he did not feel competent to make any recommendation. He said there are many advantages in high power but that the Commission must analyze and judge each particular application. The Commission, he said, should take into account the ability of the licensee to buy and pay for the installation, its ability to serve public interest, and whether its geographical location is such as to permit it to render good service with the increased power. "It would be impossible for me to be for or against 30 such stations," he said.

Payne Hits at Policies

RESPONDING to Commissioner Norman S. Case's question as to whether 500 kw. should be the greatest power permitted at this time, Mr. Crosley said he saw no reason to limit the art by any restriction on power. It was at this point that Commissioner Payne obviously in a militant mood, attacked Mr. Crosley and his methods of operation. The commissioner's

Head of The Lakes Broadcasting Company → DULUTH

WEBC
WMFG
WHLB

The Arrowhead Group that guarantees coverage of the able-to-buy Tri-State area.

No. 1 Of A Series On The New York Market!

BRAU-HAUS
OPEN AIR
OPEN AIR

YORKVILLE—less than one square mile in area this section has a population larger than the city of Duluth, Minn.

YORKVILLE is the most picturesque of New York City's German colony. In it are concentrated 101,690 people with an average family expenditure of $2,461 per year. But that doesn't tell half the story of New York City's Teutonic population!

SIMILAR communities exist throughout the metropolitan area comprising a total of 884,062 German speaking people, larger than the population of Leipsig, Germany. Of clannish temperament they listen to programs in their native language daily on WBNX!

WBNX covers this market with 41 German language programs per week.

Full Staff For Foreign Language Productions Available.

WBNX Programs Are Based On Population Characteristics.

SPEAKS THE LANGUAGE

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS

STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC

PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

OF YOUR PROSPECT

1000 WATTS DAY AND NIGHT

A NEW APPROACH TO THE NEW YORK MARKET

Covers the Islands like the waters cover the sea.

◆

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

office had previously notified newspapermen that he would develop "hot news" with Crosley on the stand, and suggested they send reporters.

Snapping his questions at the pioneer broadcaster, and demanding prompt and explicit replies, Commissioner Payne asked how much of the WLW profits were "plowed back into programs". Mr. Crosley said the question was one which he could not answer offhand but that he would be glad to attempt to supply the information.

The Telegraph Commissioner then asked whether the Crosley Corporation paid any dividends, and Mr. Crosley said they amounted to $.25 a share last year. Then he asked how much of the company Crosley himself owned and the answer was approximately one-fourth.

Reading from a sheaf of correspondence before him, Commissioner Payne went into such things as the Crosley ownership of the General Pharmacal Co., manufacturers of two proprietary products; alleged refusal by the station to sell time to competitive accounts in these lines; allegations that Crosley had given instructions that the station broadcast nothing about labor difficulties or strikes; alleged refusal to broadcast Townsend talks and talks of other minority groups and alleged cancellation by Crosley of the Gruen Watch Co. program last year featuring Drew Pearson and Robert S. Allen, authors of the *Washington Merry-Go-Round*. To all of these allegations, Mr. Crosley, never losing his composure, entered denials. Frank M. Smith, general sales manager of the station, provided certain of the responses and Telegraph Commissioner Payne, continuing his baiting tactics, interjected numerous caustic remarks about Mr. Crosley not making the decisions in his own organization.

Accusations Are Denied

MR. CROSLEY denied that General Pharmacal refused to accept advertising of competitors, and asserted it solicited various such accounts; denied he had ever given instructions against labor or strike broadcasts. Mr. Smith admitted that the station did refuse a Townsend talk because it was offered at the time a House Committee was investigating the Townsend pension movement and at the conclusion of those hearings the Townsend movement did not renew its request. Mr. Smith said that WLW had given the Lemke party time and that the policy of WLW was to treat all parties alike under the same terms and under all conditions. As for the Pearson-Allen case, Mr. Smith said that a question arose about the injection of personalities into the broadcasts which might have resulted in libel action against the station. He said that WLW refused to take the program unless the libel responsibility was taken by the authors but that they elected to temper their remarks rather than assume that responsibility. As a consequence, he said, the program was carried for the duration of its contract.

Commissioner Payne concluded his attack with the reading of a letter from Senator Norris (R-Neb.) in which the Senator was quoted as saying there had been complaints against WLW as controlled by financial interests that would not permit anything said over the station that was "detrimental to private interests." Called upon to answer the assertion, Mr. Crosley said that his company always leaned over backwards on controversial matters.

The WLW case was concluded by R. J. Rockwell, technical supervisor, who put on a talking motion picture demonstration to prove the argument that even with its 500,-000 watts the station does not blanket any stations up and down the dial even within the shadow of its own transmitter. He defined various types of interference that have resulted and traced them down. In virtually every case they were attributable to "man-made" interference rather than to superpower.

LANDON'S DOUBLE — Those attending the allocation hearings thought they were "seeing things" when they spotted William C. Alcorn, vice president and general manager of WBNX, New York, who looks even more like the G.O.P. presidential nominee than this picture evidences.

G-E "Hour of Charm"

GENERAL ELECTRIC Co., Bridgeport, Conn. (electrical appliances), will feature Phil Spitalny and his girl orchestra in an afternoon series of programs to begin Nov. 2, Mondays, 4-4:30 p. m. on 21 NBC-Red stations. The program, entitled *Hour of Charm*, is signed for 26 weeks through Maxon Inc., New York.

A CPA made a survey of Kansas City radio station and program popularity for a large advertiser. Write us if you want a copy of his report.

THE SPORTS STATION of the MIDDLE WEST

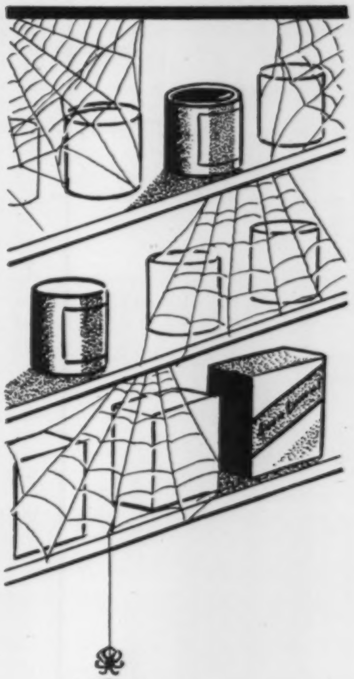
W9XBY
KANSAS CITY, MO.

Pulling Power

On his *new* program over WCAE a sponsor last week offered theatre tickets to listeners who could list correctly the unannounced names of singers and orchestras.

The contest was not easy. The correct answers, however, *just missed filling a downtown theatre.*

WCAE
PITTSBURGH · BASIC NBC RED NETWORK



3 out of 5 DON'T HAVE SHELF AGE if THEY'RE ADVERTISED OVER

KFH
WICHITA · KANSAS

With 5,000 watts power, daytime, and 1,000 watts, night, KFH sells merchandise for its advertisers.
Affiliated with CBS
National Representatives
EDWARD PETRY & CO.

DON'T

OVERLOOK THE SOUTH'S FINEST MARKET WHEN PLANNING YOUR FALL AND WINTER SPOT CAMPAIGN

WSOC CHARLOITE, N. C.
AN NBC AFFILIA E

Regionals Fear Ruin by 500 kw.

(Continued from page 13)

tive regional areas may be improved and made satisfactory.

These principles and these facts were necessarily considered and finally determined in favor of regional stations and were the basis on which the Commission necessarily acted in permitting regional stations to increase their day time operating power to 5 kilowatt."

Station Popularity

GOING into business aspects of regional operation, Mr. Spearman said it has been found somewhat easier to sell the services of regional stations to local advertisers if the local advertiser is convinced that the station has been carrying a large amount of national business. This is on the premise, he added, that many advertisers believe that the popularity of a station is largely dependent upon national business for high quality programs. The average increase in the technical operating expense of regionals by virtue of 5 kw. operation, Mr. Spearman said, would amount to about 21.48%. There is no question, he said, that the increased volume of business resulting from such power boosts, would easily offset the relatively small increased cost of operation.

As for stations on Canadian shared channels, Mr. Spearman argued that the present rules limiting power on such channels should be eliminated and left to the discretion of the FCC.

Under the head "Opposition to 500 kw. Station Menace", the NARBS counsel launched a vigorous tirade against superpower. He then set out methodically to break down the Sept. 1 FCC allocation survey contending that it was based largely upon "theory and conjecture." It had been indicated before that this survey would be attacked in that fashion. Individual post-cards returned by rural listeners were examined by Mr. Spearman's organization, he said, and a categorical challenge to the results was made.

Going into "economic and social considerations", Mr. Spearman said that 500 kw. stations to justify themselves socially must show that they will provide listeners with program service which is not available to them at present. He contended that the clear channel stations are for the most part network stations and that it is therefore obvious that the service which the public will receive from clear channel stations in the future will be as it is today and as it was yesterday—network programs.

"In view of these facts this Commission should give consideration to the present coverage by network programs. The networks and the stations, including practically all classes of stations affiliated with these networks, have done this job for the Commission and have done it well. Both the National Broadcasting Company and the Columbia Broadcasting System have conducted thorough and painstaking surveys to determine coverage of their respective networks. The thoroughness with which these surveys were conducted and the results analyzed cannot be compared with the post card survey which we have discussed. The networks have done a much more thorough job."

Mr. Spearman next analyzed coverage surveys of both NBC and Columbia, which he said purported to show that they already covered practically all of the country. "We submit that it is fundamentally unsound to permit the operation of clear channel stations with 500 kw. power and thus to give them only a 10% increase in population which they could serve, if in granting this authority it might in any way tend to disturb the status of other important classes of stations."

Declaring that NARBS is convinced that the installation and operation of 500 kw. stations is economically unsound, Mr. Spearman pointed to a report made by leading engineers for the advisory committee on engineering developments of the National Advisory Council on Radio in Education, which said that cost of maintaining and operating the plant of a 50,000 watt station along with incidentals would be $194,750. With other necessary figures added, he said his engineers concluded that on this basis the minimum cost for operating a clear channel station of 50 kw. would be $214,750.

Superpower Costs

"OUR engineers after investigating the difference in cost of operating a 500 kw. station as compared to the cost of operating a 50 kw. station, advise that the cost of operating a 500 kw. station will be more than 2½ times and slightly less than three times as much as the cost of operating a 50 kw. station. If we take the minimum difference and multiply the cost of operating a 50 kw. which is $214,750 by two and one-half it is found that the minimum cost of operating a full time 500 kw. station will be $536,875, or $322,125 more than the minimum annual cost of operating an efficient 50 kw. station."

Injecting a new note in his discussion, Mr. Spearman said that a week ago, after he had prepared his presentation, he received a new edition of the National Advisory Council report in which the figures had been changed as to the cost of operating a 50 kw. or a 500 kw. station. "The amazing disclosure that comes from the new report of the committee is that in 1936 it cost only $10,000 to cover all the power needed to operate a 50 kw. station 16 hours per day whereas the report of the same committee showed that the power bill in 1932 to operate a 50 kw. station would be $30,000. This means that power rates have been reduced 75% and that they now are only 25% as much as they were in 1932. Does anyone believe that such reductions have been made in power rates?"

Source of Business

THE NEW REPORT, he said, does more than support figures on operation of 500 kw. which had been presented previously. "The figure is given by us at half a million

2215 LETTERS— BUT NOT ONE FROM CHINA!

On a recent local "Musical Memory Contest" (two theatre tickets for the first ten entrants who sent in the correct titles of five songs) one 15-minute broadcast brought *2215 letters* OF WHICH ONLY ONE CAME FROM A DISTANCE AS GREAT AS FIFTY MILES!

This is convincing proof of the fact we've been repeating so often—that the WAVE audience is *concentrated* in the richest part of Kentucky and Southern Indiana—that virtually no part of your WAVE dollar is spent in taking your message to remote hills and back-country fastnesses.

In a nut-shell: A big urban coverage . . . no waste . . . with N.B.C.'S best features to guarantee an *interested* audience.

National Representatives
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

WDRC

"The Advertising Test Station In the Advertising Test City"

Maximum Coverage of the Major Connecticut Markets

Basic CBS Station

Hartford, Conn.

National Representative
Free, Johns & Field, Inc.
New York — Chicago — Detroit
San Francisco — Los Angeles

JOHN BLAIR & CO.

National Representatives of Radio Stations

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

dollars and the new report referred to by the committee of eminent engineers gives the figure of $582,000 as the cost of those items incidental to the transmitting plant only without accounting for one penny to cover studios or other necessary investments."

Mr. Spearman, like the Clear Channel Group, drew heavily upon the financial statements filed by stations with the FCC to cover business done by various station groups. He used these in building up his argument that superpower stations would be forced to go after the business of regional stations in order to increase their revenue because of the heavy investment and operating expense.

Asking what will be the result of clear channel stations operating with 500,000 watts, Mr. Spearman continued:

"It will mean the financial ruin of such stations or else it will mean that these stations must increase the amount of business done by them to offset these losses. This brings up a practical question. Will this necessary amount of additional business done by them come from new business, from increased advertising budgets, or will it come from regional stations, and if from regional stations, what effect will the depletion of their revenues have on them?

"We have been unable, after diligent search, to find where the vast amount of new business will come from. This question is of such momentous importance that the Commission should never authorize the operating of 500 kw. clear channel stations until it has been satisfactorily answered and to date no such satisfactory answer has been made, nor is such satisfactory answer being attempted. The facts are that until this question is definitely and conclusively answered, this Commission cannot assume to say that such new business will offset these extraordinary out-of-pocket losses and it must necessarily conclude that if such clear channel stations secure enough business to offset these heavy losses, it must come from increased rates, greater participation in advertising budgets and from regional stations. No facts have been pointed out and none have been found by us indicating that advertisers are going to increase their budgets by anything like the percentage necessary to leave their existing business on regional stations and add a sufficient sum to take care of the losses incident to the operating of 500 kw. stations and pay a reasonable return on the investment of the owners of these stations.

Survival of Fittest

IN THE final analysis the question of what to do about 500 kw. stations is to make a decision that such stations will not be permitted, or else to look for a fight to the death and finally for the survival of the fittest as between regional and clear channel stations. Such a fight will not help either.

"This is especially true of national spot advertising. If 500 kw. stations are authorized, these stations are going to do their dead level best to sell the national spot advertiser on the theory that the coverage which he will get from using these 500 kw. stations is so great that they can afford to pay the increased cost and they do not need regional stations now used by such national spot advertisers to reach the American public.

"If 500 kw. stations continue in the future as they have in the past to carry chain or network programs, it follows as a matter of course that the rates for carrying these by 500 kw. stations must be severely increased.

Further, Mr. Spearman said that 500 kw. stations would go to the advertiser and agency to sell them on the idea that their coverage is so great that regional stations within their service areas will not be necessary to secure complete coverage. He cited the technical testimony in behalf of NARBS in connection with signal strength of 500 kw. stations.

"If half the national spot business and half the chain business now carried by regional stations should move over to 500 kw. stations, and this percentage of movement and more would probably take place in short order, it is seriously doubted that it would offset the losses incident to the operation of 500 kw. stations. What is more important, our investigations disclose that if anything approaching this percentage of chain and spot broadcasting should move from regional stations to 500 kw. stations, it would destroy the economical status of regional stations and cause them to operate at a loss if their continued operation could be carried on at all in many places."

"Life or Death"

THE FACTS indicate that the stake of the regional stations in this question is great and that it may mean life or death economically to them, he said, adding that if the Commission authorizes 500 kw. stations the investment will have the practical effect of "freezing development along current lines and will act as a positive and important impediment to future progress along such technical lines."

Concluding with his argument on duplication of stations on clear channels, Mr. Spearman said that if duplicate operation is allowed that stations of such powers as have been operated successfully for many years be authorized. In other words, he recommended that the duplication should be with 5 to 50 kw. stations depending on the comparative need for stations in the key communities.

"We submit that the operation of these stations on clear channels should be provided for in view of the facts that their operation would not limit or interfere with any worthwhile service now being rendered; would make for a greater use of facilities and less waste in their use; would tend to relieve interference to regional stations and generally expand and improve their service, and generally improve radio service by providing a greater number and greater variety of programs to a much larger population than could be done in any other way. The proposal is sound socially and economically and these are of primary importance. It is, of secondary importance, technically feasible."

On Cross-Examination

UNDER cross-examination, Mr. Spearman revealed that the regional group was not asking for a "horizontal increase" to 5 kw. on all regional channels as such. In response to a query by Mr. Craven, he said that his group favored revision of the rules so that the power limitation of 1 kw. at night would be removed and that applications thereafter should be considered on their merits. He said that if regionals go to 5 kw. there would be no marked effect on locals. He pointed out there was no complaint from locals when regionals were increased from 1 to 5 kw. during daytime. Responding to questions submitted by Louis G. Caldwell, counsel for the Clear Channel Group, Mr. Spearman said the association was opposed to 500 kw. stations and that with respect to WLW he was not in position to say whether the association favored the reduction to 50 kw. status from its present 500 kw. since that matter had never been discussed. He said WLW is operating experimentally as a 500 kw. station.

There were further questions from Mr. Caldwell regarding the operating costs of regional stations and the increase that would result from the proposed horizontal boost. Mr. Spearman, however, contended that the figures used were not comparable. To the question put through Mr. Caldwell as to what "specialization of function" he would assign as the function of clear channel stations, Mr. Spearman replied that the question was "unintelligible". Mr. Caldwell announced that he was satisfied with the answer.

Mr. Spearman concluded with the statement that by virtue of his examination of the financial statements of clear channel stations filed with the Commission, there were several such stations which "couldn't make the grade" financially to cover the 500 kw. operation. The total of some of these stations, he said, would not be sufficient to pay for the technical cost of 500 kw.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"Our figures please the eye and fit the budget"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

You can tell 'em in English—They'll understand. 85% of the population of this section of Western Montana is American born.

1000 Watts 1260 Kc. KGVO Missoula Montana
Columbia Broadcasting System Affiliate

A GOOD Radio Station Gets BETTER

WPRO

Cherry & Webb
Broadcasting Co.
PROVIDENCE R. I.

- Becomes a *BASIC COLUMBIA* station on January 1.
- Now a Mutual and Inter-City affiliate.
- *FREQUENCY 630 KILOCYCLES.*
- Excellent coverage of the rich Rhode Island trading territory . . . most densely populated state on the continent . . . one of the wealthiest areas in all America.
- Splendid studio equipment, organ and talent facilities.

Bargains Available to Shrewd Buyers
NOW!

- Rate advances become operative January 1, 1937.
- Contracts made now effective to August 31, 1937.
- Schedules still flexible but filling rapidly.

Wire or write for availabilities

Station WPRO
Representatives
PAUL H. RAYMER CO.
New York · Chicago · San Francisco

Watch Our Smoke!

Those big stacks that rare skyward up and down the Ohio Valley certainly bear watching these days. They are doing a bit of "sky writing" that spells business and plenty of it!

Steel mills are going great guns — Potteries are beehives of activity — Glass Plants are humming — Coal Mines are making new records. All of which means that men are working and when men work they spend and when they spend it's time to advertise and when it's time to advertise in the Ohio Valley it's WWVA for results!

Check our "smoke"!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

DR. PICKARD'S TECHNICAL CASE FOR REGIONALS

TECHNICAL testimony to substantiate the NARBS plea for duplication on clear channels, horizontal increases for regionals to 5 kw. and opposition to superpower, were presented graphically by Dr. Greenleaf Whittier Pickard, Boston consulting engineer, on Oct. 8 and 9. Much of the research work for his calculations and deductions was undertaken by Paul F. Godley and John A. Barron, consulting engineers.

Dr. Pickard began on the premise that with 500,000 watt operation, interference would be caused not only in the United States but with stations all over the world. Dr. Pickard used many hypothetical cases to support his contention that duplication on clear channels would not obliterate secondary service to the point where rural coverage would be destroyed. For example. he said. that if a station in Seattle was placed on the channel of WJZ in New York, using 5 kw. with a directional antenna, it would give full protection to WJZ. Another case he cited was that of a 5 kw. station in San Francisco on the clear channel of WCAU, Philadelphia. He employed coverage contours to show that in such a hypothetical case the number of listeners served would not be seriously curtailed.

Dr. Pickard, projecting numerous charts and maps on the film screen, demonstrated to the Commission that his calculations disclosed that only a small addition to the potential audience to be served is in sight if all 50 kw. transmitters went up to 500 kw.

Audience Coverage

TODAY'S 50 kw. stations, he showed, with plants costing about $128.648. are capable of serving 22.819,000 radio homes. At 500 kw., with plants costing, according to his estimates, $328,500, these stations would serve only 22.869,000 homes—too slight an increase to be a weighing factor.

Dr. Pickard showed that with 50 kw. stations, service today is available from two networks in 22.492,000 radio homes; at 500 kw., these stations would serve only 22,869.000 homes. he estimated. Thus he concluded that 98.35% of the radio homes of the country already can secure service from two networks.

Discussing international interference ranges, Dr. Pickard placed a theoretical 500 kw. station in Washington, which he said would deliver winter interfering signals at 25 microvolts per meter well down into South America, the radiating pattern also cutting through Europe at a point not far from Berlin. A 5 microvolt signal, he added, would include the major part of Africa, some of Asia and most of the Pacific Ocean as well. Dr. Pickard asserted that many of our clear channels already are heard clearly in Europe, which he interpreted as meaning that they are laying down so strong a field intensity there now that the international interference problem would be considerably aggravated with 500 kw.

Attempting to show that many of the clear channels are occupied by Mexican stations, Dr. Pickard projected a chart which showed that there are no less than 25 stations in Mexico which are using clear channel assignments. Dr. Pickard produced exhibits designed to show that regional stations do a sizeable job of covering the country both daytime and nighttime even at present. He said he found that at night the regional stations of the country cover to the 2.11 millivolt line an audience of more than 175,000,000 people.

He pointed out, of course, that this is greater than the population of the country but that in many areas regional service is procured from more than one regional station and the totals were combined in such cases. At night, he said, these stations, again taking into account the overlapping of service, cover an audience of 245,000,000 people.

Staggered Frequencies

A NEW note in allocation technique was proposed by Dr. Pickard when he suggested that regional stations on the same channel should operate with slightly staggered frequencies of a separation of perhaps 17 cycles. In that way, he said, the service of these stations could be expanded by elimination of the signal of the undesired station in this "out of phase" operation. The reason for this, he said, lies in the character of receivers now being built and also because the human ear would not be able to pick up the off-frequency interference which would be created. He said this was not a "paper idea" but had been proved in actual operation.

By staggering of frequencies within the 50 cycle tolerance now permitted, Dr. Pickard said that there would be an appreciable broadening of regional station coverage. For example, he said it would result in an increase of nighttime coverage by regional stations supplying service to 175,000,000 people to a figure of nearly 190,000,000 people.

Dr. Pickard argued that if clear channel stations used effective antennas they would be able to increase their coverage appreciably without increasing power from 50 to 500 kw. He recommended use of a "one wave Franklin antenna" which he said in some instances would increase coverage from 70%.

Analyses of reception of distant clear channel stations in Boston next were presented by Dr. Pickard to show that they do not put out a signal capable of good reception because of "seasonal effect." It should be remembered, he said, that in the case of the FCC's allocation survey the records were made during March, April and May and not during the months of June and July when the seasonal effect is most noticeable.

Pickard's Cross-Examination

ON cross-examination of Dr. Pickard by Chief Engineer Craven, the distinguished engineer was asked point-blank whether in his opinion there could be duplication on all clear channels. Dr. Pickard said he felt that the duplication could be effected on 5, 10, or 15 of the channels described as clear, referring to the total of 40 provided for in the 1928 allocations rather than the 30 which are clear at present. That is interpreted to mean that at the outside, Dr. Pickard felt that five additional clear channels could be duplicated. Under further questioning Dr. Pickard said he felt that in a general way these channels could be duplicated with stations separated the width of the country and also one-half the width of the country. If any closer duplication occurred, he said, interference of an objectionable character would be created.

To the hypothetical question as to what he would do if he started from scratch in allocations, Dr. Pickard said he would like to see a reallocation on a frequency basis which would give particular types of frequencies to areas dependent upon particular types of propagation conditions. In other words, he said, he would assign high power to the stations dependent largely upon sky wave coverage of remote areas and the lower frequencies to those stations which serve primarily because of their ground waves.

Dr. Pickard said he was in favor of full-time operation of stations and felt that time-sharing operation proves a handicap. Asked what he would recommend that the FCC do in the event it decided upon clear channel duplication, Dr. Pickard said he would first look out for the present group of stations to permit them to render best service and that he would take care of full-time and half-time existing stations before considering any new station grants.

On Horizontal Boosts

ON THE 5 kw. power increase, Comdr. Craven raised the question of interference that might be caused by the boosting of powers of 250-watt and 500-watt regionals. Dr. Pickard agreed that a problem of large proportions was involved and said that he had devoted his primary attention in considering these horizontal boosts to stations of 1,000 watts rather than those of 250. He said he believed Canadian-shared regionals could use 5 kw. with proper directional antennas. Dr. Pickard also agreed with Comdr. Craven that the increases of stations using 250 and 500 watts would produce not only a serious engineering problem but also a serious allocation problem. Asked what he would do if a station on a regional channel did not wish to go to 5 kw. because of economic reasons while others on the wave proposed to increase, Dr. Pickard said that the station refusing the boost could be protected through use of directive antennas.

Rural Service Now Good

WHEN Comdr. Craven also raised the question of local stations on channels adjacent to regionals and of clear channels adjacent to regionals, Dr. Pickard said that he would advise that this engineering development go slowly. He said he recommended the use of directional antennas for all classes of stations, including locals.

Summarizing this testimony

Comdr. Craven asked whether Dr. Pickard believed that shared stations should be given full time first in the event of duplication; that all stations should go up in power horizontally; that 10 or 15 of the present stations described as operating on clear channels might be duplicated, and that present full-time regionals should go up in power. Dr. Pickard responded in the affirmative.

Dr. Pickard said he believed that rural service under existing standards is very good in practically all areas of the country during daytime. At night, he said, the coverage was not so great. He said that improvement of rural coverage could result by increasing the number of stations and by synchronization; that one other way would be by a "very considerable increase in power", but that he believed this was less satisfactory.

Asked whether he believed 500 kw. operation an advantage, Dr. Pickard said he did not. He said that in telephone engineering it was found long ago the best way to increase coverage was by "relay steps" rather than by boosting power at one source. He said this was a very complete analogy to the superpower situation. He said he believed that power has reached its practical limits and that there should be no increases beyond 50,000 watts. Comdr. Craven, however, pointed out that Dr. Pickard had advocated a raise in regional power from 250 to 5,000 watts or 20 times, and at the same time opposed a tenfold increase in clear channel coverage. Moreover, Comdr. Craven said that the statement in opposition to superpower was in disagreement with the IRE. Dr. Pickard said he was in disagreement with the IRE because he considered the additional power not feasible and not the best solution of the problem.

Comdr. Craven raised the case of WLW and asked whether he felt that operation with superpower was unsuccessful for rural listeners. Dr. Pickard said that the remote coverage of the station, from his own observations, was not good in Boston. He added, however, that if WLW was reduced in power from 500,000 to 50,000 watts there would be a loss of signal strength in the ratio of one to three. This is on the ground, he pointed out, that the increase in signal strength is three to one from 50 to 500 kw.

CBS School Manuals

MANUALS for 45,000 teachers will be distributed by CBS in answer to increasing requests from all over the country for this "Teacher's Manual and Classroom Guide" of its *American School of the Air*. Instructors in schools, ranging from government outposts to those in crowded metropolitan areas, are correlating their courses with those of the air school, which opened its eighth season Oct. 13. The manual, a 62-page guide, is designed to help teachers in securing visual aids and supplementary instruction in connection with the several courses presented daily, Mondays through Fridays, from 2:15 to 2:45 p. m., EST. Compiled by Miss Helen Johnson, director of the school, the manual gives a short synopsis of each day's instruction, followed by suggestions for visual aids, books for reading and music references.

WORLD'S TALLEST — When the world's tallest boy visited Lincoln, Neb., last month, J. B. Lake interviewed him for station KFOR. Robert Wadlow, is 18 years old, 8 feet 5 inches tall, and weighs 475 pounds. Robert is shown in the picture with his father, his uncle, and on the right, Monte Meyer, of the KOIL-KFAB-KFOR commercial staff in Lincoln.

Studebaker Auto Using Political Promotion Idea

STUDEBAKER SALES Corp. of America, South Bend, is the latest sponsor to tie-in with the presidential campaign for a merchandising idea. Five Studebaker cars will be awarded to the persons who come the closest to guessing the popular vote cast for Landon and Roosevelt on Nov. 3. Listeners may obtain post-paid entry cards at any Studebaker dealer or may send entries in a letter or on a postcard. Large posters in windows of all Studebaker dealers give details of the contest and list the time of the *Studebaker Champions* on NBC - Red, Mondays, 9:30 - 10 p. m. Roche, Williams & Cunnyngham Inc., Chicago, is the agency.

General Motors Corp., Detroit, on behalf of its *General Motors Symphony Concerts* has every GM showroom in the country displaying a large red and white window poster directing attention to the radio series on the NBC-Red network, Sundays, 10-11 p. m. from Carnegie Hall, New York. Campbell-Ewald Co. of New York services the account.

Added Registrations . . .

FOLLOWING are the additional FCC allocation hearing registrations to those published on pages 62 and 63 of this issue:

Thomas S. Baker, Washington.
Louis W. Berne, WCNW, Brooklyn.
Clifford M. Chafey, WEEU, Reading, Pa.
Arthur Faske, WCNW, Brooklyn.
Howard S. Frazier, consulting engineer, Philadelphia.
John J. Gillin Jr., WOW, Omaha.
Paul F. Godley, consulting engineer, Montclair, N. J.
Purnell H. Gould, WFBR, Baltimore.
Hugh A. L. Halff, WOAI, San Antonio.
R. N. Harmon, Westinghouse Co., Chicopee Falls, Mass.
M. D. Hildreth, WORL, Boston.
Harold O. Landis, WEEU, Reading, Pa.
Frank Megargee, WGBI, Scranton, Pa.
A. Mortimer Prall, Transamerican Brcstg. & Television Corp., New York.
Ray B. White, WAWZ, Zarephath, N. J.
Grant Wrathall, KUTA, Cedar City, Utah.

Policy Changes Seen

(*Continued from page 10*)

based on competitive showings, should get the preferred treatment; that locals which can show the need should be given available regional assignments, and so on down the line. Where there is the possibility of new stations, it is felt, these should go to areas not now having stations, or perhaps, to cities without adequate service.

Part-time Stations

THE PROBLEM of part-time stations on clear channels also comes into the spotlight in the event of superpower. It was contended that with 500,000 watts the channel should be clear, so far as possible, both day and night. Such stations as may be taken off to make way for the superpower likewise would have to be accommodated on other facilities. The Broadcast Division also had forcibly placed before it the plight of the part-time station in every classification and the words of several witnesses that they are economically unsound. Their elevation to full-time status constitutes another matter requiring consideration ahead of licensing of new stations.

As BROADCASTING went to press, it was indicated that the hearings might conclude about Oct. 17. Among groups yet to appear were National Independent Broadcasters Inc., representing some 70 local stations, the technical cases for both NBC and CBS—aside from the presentations of their presidents; Hearst Radio Inc., and groups of independent stations represented by counsel.

NIB, it was expected, would present a case in favor of a flexible allocations system, wherein local stations would be allowed to increase their powers when it was shown that with 100 watts they could not cover their markets. The indication was that in general the locals would support the stand of NARBS on such matters as superpower and duplication on clear channels. They will also seek to have additional channels made available for local stations, to relieve congestion on the six channels now assigned them and to allow sufficient separations between stations so they will be in position to increase power.

RESULTS!
COUNT MOST
Let us acquaint you
with our work.
RADIO STATION
REPRESENTATIVES
NEW YORK
CHICAGO
WEED & COMPANY

Blanketing the Twin Cities

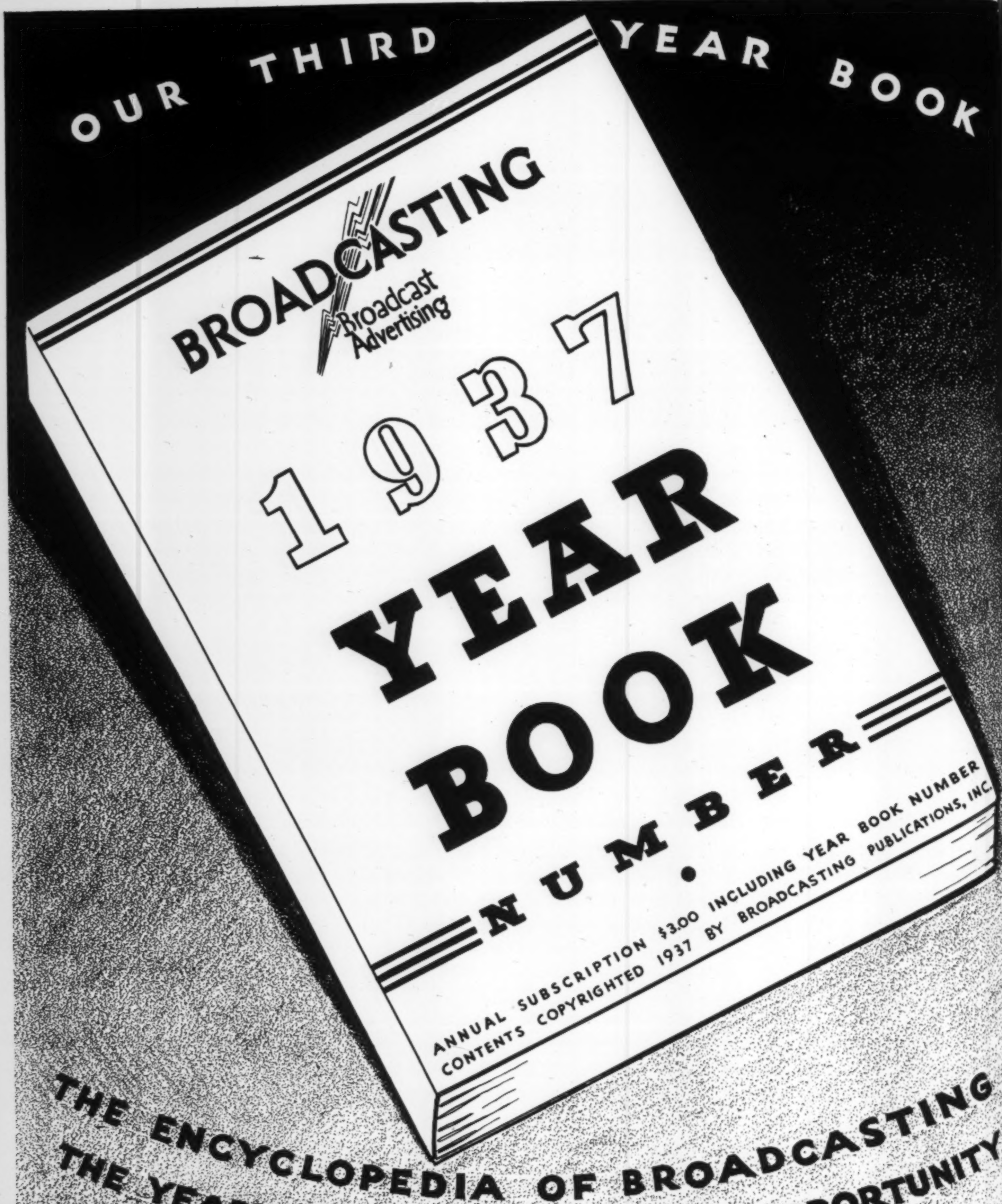
The only full time independent radio station in the Twin Cities.

WMIN
ST. PAUL
MINNIE APOLIS

WMIN . . . reaches one million prospective customers in the Saint Paul and Minneapolis market area—the 8th largest trade area in the country.

WMIN . . . 18 hours of continuous broadcasting every day.

WMIN Broadcasting Company
Saint Paul, Minnesota


OUR THIRD YEAR BOOK
BROADCASTING
Broadcast Advertising
1937
YEAR BOOK NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1937 BY BROADCASTING PUBLICATIONS, INC.
THE ENCYCLOPEDIA OF BROADCASTING
THE YEAR ROUND ADVERTISING OPPORTUNITY

THE YEAR'S BEST OPPORTUNITY FOR EFFECTIVE PROMOTION!

★

A Lasting Advertising Medium
At Regular Rates!

THE 1937 BROADCASTING YEARBOOK Number is now in process of production. Its contents will be more comprehensive and complete than previous numbers and will include many new departments and up-to-date radio broadcasting data for the year.

Previous YEARBOOK Numbers have been accorded remarkable acceptance by national and regional radio advertisers, advertising agencies handling radio accounts, station executives, and all other groups in the radio broadcasting industry.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the 1937 YEARBOOK Number . . . It will be a year 'round medium for their advertising message.

The YEARBOOK Number
Will Be Published Early In 1937

● The YEARBOOK Number is scheduled to be mailed on or about Feb. 15, 1937, and will be sent to all regular subscribers. ●

MAKE YOUR RESERVATION TODAY!

Final Advertising Forms Close December 15, 1936

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Arthur Garbett of NBC Is Awarded Fellowship

Mr. Garbett

ARTHUR S. GARBETT, NBC western division educational director in San Francisco, nationally known for his work in the development of music appreciation, has been awarded a special grant-in-aid fellowship by the Humanities Division of the Rockefeller Foundation to perfect his simplified system of teaching musical composition to children and adults. His method is being experimentally used in both the Oakland and San Francisco public schools.

Award was made in recognition of Garbett's work in the field of musical education by radio through such programs as the *Standard Symphony Hour* and *Standard School Broadcast*, both sponsored over the NBC-Pacific red network by Standard Oil of California; the *New World* and other educational musical features. He will continue as head of the NBC western division educational department, but will devote a portion of his time, under the fellowship, to the development of this simplified approach to the study of melody-writing, harmony and song composition which he originated. A pentatonic, or five-note scale, is the basis of the method.

The Other Fellow's Viewpoint . . .

An Agency Corrects Us

To the Editor of BROADCASTING:

We notice you list the *Burns & Allen* program as Wednesday 9:30 p. m. as originating from the West Coast. Please note this is broadcast, as it has been for the past year, 8:30 to 9 p. m.

F. WALLIS ARMSTRONG Co.,
Philadelphia, Pa.

Oct. 2, 1936.

One on Benny

To the Editor of BROADCASTING:

I note in the latest issue of your magazine a short item concerning Jack Benny's propensity for kidding his sponsor.

With the reading of the item I was reminded of my apprenticeship in radio as a page boy at Radio City.

It was the custom of Jack Benny to introduce to his studio audience the cast of the program. This generally took place about five minutes before broadcast time. Of course the introductions were of a humorous nature as befitted the comedian.

One of the page boys was always stationed just inside the door of the studio and Jack Benny would invariably include him in the introductions as "the Student Prince" (the uniforms of the pages made the appelation amusing). Of course the page would be the subject of the stinging laughter of the audience which was not only disconcerting but also rather humiliating (who likes to be the butt of a joke?).

I determined that even at the risk of my job I'd put a stop to it. Forthwith I saw to it that I was standing within the door at the time of the introductions.

When Benny introduced me to the audience in the usual manner I waited until the laughter died down and said "thank you Mr. Cantor" . . . The "house came down" . . . Benny threw down his script and started after me . . . Don Wilson, his announcer, laughed till the tears ran down his face and was still laughing when the program went on the air.

I didn't lose my job but I did start a regime of heckling the heckler. At every opportunity Jack Benny suffered from the subtle ridicule of the page staff.

DORIAN ST. GEORGE,
WLVA, Lynchburg, Va.

Oct. 3, 1936

FHA Disc Series

To the Editor of BROADCASTING:

I should like to express our appreciation for the article you gave our new series of transcriptions in the last issue of BROADCASTING [Sept. 15].

As a result of that article, we have had a large number of requests for further information concerning the series.

GEORGE T. VAN DER HOEF,
Chief, Radio Section,
Federal Housing Administration
Washington, D. C.

Oct. 2, 1936

Hammond Organ Cited

HAMMOND CLOCK Co., Chicago, manufacturing Hammond electric musical instruments, is charged by the Federal Trade Commission with unfair competition in claims made for its instrument. Among representations allegedly made are that use of "The Hammond Organ" means "that real organ music of unbelievably beautiful quality is now possible in any home at an expense no greater than that of a good piano"; that the instrument "produces the entire range of tone coloring necessary for the rendition, without sacrifice, of the great works of classical organ literature," and that many organists agree the instrument is comparable to pipe organs costing $10,000. These and similar representations are false, according to the complaint, which charges that with the exception of the flute notes the respondent's instrument is not capable of producing faithfully the musical tones of a pipe organ necessary for the accurate, adequate rendition of the great compositions or organ music; that its tone is not an improvement over that of any modern organ of recognized merit, and that it is not comparable to a $10,000 pipe organ or to any pipe organ.

THE *Maxwell House Show Boat*,, sponsored by General Foods Corp. for Maxwell House Coffee, celebrated its fourth consecutive year of NBC broadcasts during the program of Oct. 8.

Plotting Spots

(*Continued from page 17*)

trickling into the home office. When only one station in a city is to be used, the best plan for all concerned is for the client to allow his visiting agency representative to avoid field men, and instead seek opinions from disinterested parties. Of course, in using this method, the client must impose considerable confidence in the judgment of the agency man, and those agency men who are station bred are most apt to justify this, since they have a distinct advantage through training and experience.

Agencies which have considerable spot billing are going to be increasingly thankful for the new trend in the field, which is new only to radio advertising, having enjoyed much success in other media. That is the use of more than one station in a city. Stations and station 'reps' are beginning to shape sales arguments to agencies and clients along these lines, and they are obviously sound.

Advertisers do buy more than one newspaper's circulation in a prescribed area — therefore, why not more than one radio station? It is admitted that listening habits are a much more important factor today than ever before and the advertiser, through his agency, should take advantage of the policies of stations in shaping the type of program that would best carry his message to the station's type of audience. One station may be noted for its novelty, news and sports broadcasts, while another may be widely known for prepared, rehearsed and cultivated shows. Obviously the station's policy and its advice should never be ignored, for station men are, or should be, just as anxious to promote a successful campaign as any client, and they should know their type of potential listener. There are several broad rules that govern program selection on all stations, but when it is possible to place a spot that is, so to speak, 'right down the listener's alley'. why not capitalize on this?

One final word to the aggressive station official, which, in these lush radio days, is scarcely necessary. The smart agency man will appreciate criticism and advice, and should want to know all the good and bad about his proposed campaign, for it will save everybody much grief in the long run. Don't always "yes" the agency man. "Yes" may not be the right answer.

Remington Rand Discs

REMINGTON RAND Inc., Buffalo, is placing a series of transcribed announcements through Armand S. Weill Co. Inc., which produced the series. All announcements are less than a minute, allowing time for identification of local Remington Rand offices in various cities. Promoted are the noiseless typewriter, standard typewriter and office supplies, with a girl's voice portraying Science, Modernism, Modern Secretary and Success following introductory chimes. Credits are handled by George Hartrick, of WTAM, Cleveland, and Charles Lewis, of WBEN, Buffalo. Announcements for the rest of the Remington Rand line, also using allegorical characters, are being considered.

★ Mrs. Modern...

Prefers WOW

WOW

OMAHA

"Covers the Nation's Bread Basket"

590 Kilo 5000 Watts

John Gillin Jr., Mgr.
John Blair Co., Representatives
New York, Chicago, Detroit,
San Francisco

★ WOW's SERVICE to women grows! Latest addition is the Bond Bread cooking school conducted thrice weekly by Gladyse Miller Schulte, home service director of the General Baking Company. Miss Schulte is shown with Mr. Ralph Smith, manager of Bond's Omaha unit, at the initial broadcast from the advertiser's club room auditorium September 14. Modern homemakers listen to WOW more intently as this new service program is added to many already on the air over this station. Mrs. Modern goes WOW stronger than ever.

ON THE N.B.C. RED NETWORK

BRIDES' SCHOOL
WIRE Program for Women Has Novel Features

WIRE, Indianapolis, has started *The School for Brides*, a new program for women, broadcast five mornings weekly. The feature introduces a new twist in women's programs, offering the housewife an opportunity to take an active part by presenting her own viewpoints on the many problems affecting the home. *The School for Brides* is an informal, friendly discussion of household problems contributed by the housewives of Indianapolis. As the series progresses, housewives will be invited to appear on the programs.

The originator is Sue Short, who takes charge of each broadcast. Miss Short recently came to WIRE from Chicago. It is her belief that only by stimulating a variety of viewpoints is it possible to reach a satisfactory solution of individual problems.

National Safety Bank

NATIONAL SAFETY BANK & TRUST Co., New York, originators of the CheckMaster Plan, returned to WOR Oct. 11 with a new program featuring Allan D. Grigsby of the University of Toledo as *The Family Counsellor*, a new departure in bank radio advertising with mass appeal. Last season National sponsored *The Inquiring Reporter* on WOR. Publicity Associates are program counsel and Kayton Spiero, the agency. Alexander Efron, vice president of the National Safety Bank and Trust Company, is in charge of advertising.

In Washington

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

ACROSS FROM THE WHITE HOUSE

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

Bank Series Plans

(Continued from page 7)

the program will originate in the auditorium of the Curtis Institute in Philadelphia, with an individual microphone arrangement for each program, the pickups being arranged under Mr. Stokowski's personal direction to insure the best possible transmission of each number. While an audience will be present in the auditorium to witness each broadcast, studio applause will not be permitted, as the sponsors feel that the prolonged applause that frequently follows an orchestral number would be too disrupting to a 30-minute program.

Guest Speakers

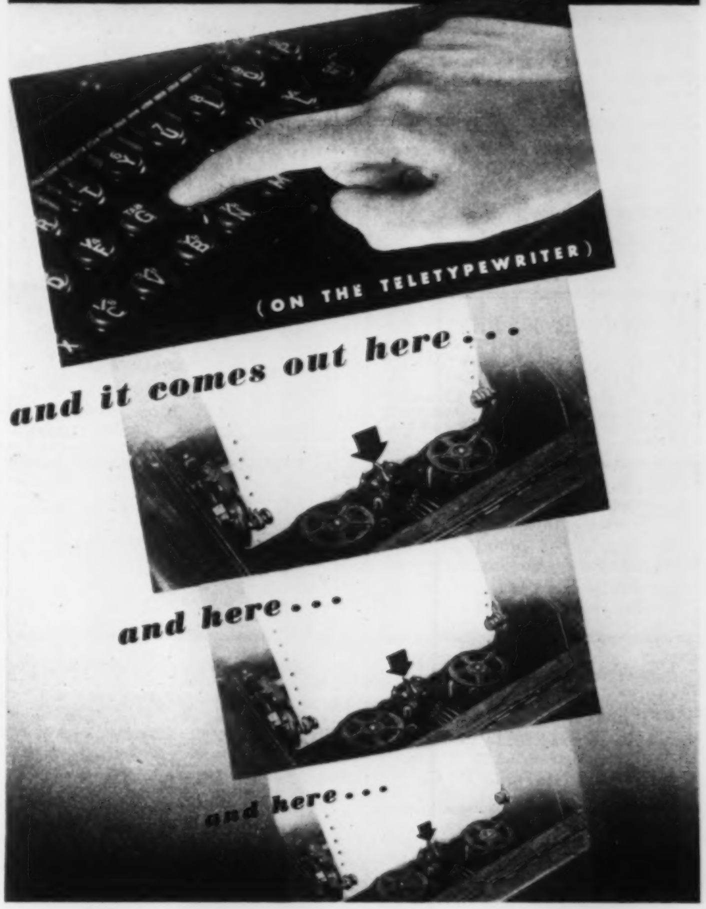
EACH broadcast will also include a four-minute talk by an outstanding guest speaker. These talks have been arranged in accordance with replies received to a letter sent to a number of presidents of manufacturing companies asking what type of information they would like included in a program of this type. The answers fell roughly into three groups: Those who want an unbiased report of what is going on in Washington, those who said they would like to hear a representation of the good old-fashioned American philosophy of advancement by thrift, industry and personal initiative, and those who would like up-to-the-minute information on new business practices.

To accommodate the first group Willard M. Kiplinger, author of the weekly *Kiplinger Business Letter* published in Washington, will give a summary of the legislative high-lights once every four weeks. To present the philosophy of American business the sponsors have selected Walter B. Pitkin, whose *Life Begins at Forty* and subsequent books have won him a wide following. Mr. Pitkin will also speak once every four weeks. For the other two weeks of each month a group of outstanding business men will appear as guest speakers. The head of an advertising agency will discuss current advertising theory and practice; an accountant, a lawyer, a credit man, a merchandising expert, and other business leaders will each give a glimpse of his profession, covering almost every field of endeavor with the sole exception of banking, which will not be mentioned by these guest speakers. Mr. Kiplinger will speak from Washington, Mr. Pitkin from New York, and the others from wherever they happen to be.

On special occasions, such as Christmas and New Year's Day (both of which fall on Friday), soloists will be substituted for speakers. The programs will be merchandised to the public with posters for display in bank lobbies and windows, with special letters to be mailed by the sponsor banks to their depositors, with enclosures to be sent out with monthly statements, and with space on the radio pages of newspapers in the cities included in the campaign. Cooperative banks will also use some of their own advertising space to promote the radio series.

The program will be known simply as *Philadelphia Orchestra*, as it was felt that the original title, *The Business Forum of the Air*, applies only to the four-minute talks and would give radio page readers a distorted idea of what to expect.

You push this little key down...



Teletypewriter service links stations together by written communication. 200 yards apart or 2000 miles . . . two stations or many . . . instructions can be given, queries answered, requests for time clearances and last-minute script changes can be handled. An accurate written record is made of each message. Carbon copies can be struck off simultaneously for routing and filing. Teletypewriter service contributes speed and precision to any business that must work fast and accurately.

BELL SYSTEM
TELETYPEWRITER SERVICE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

EDWARD H. LOFTIN
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza • **P. O. Box 188**
New York City **Times Square Station**

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

IN THE CONTROL ROOM

ERNEST E. JEFFERSON, formerly NBC studio engineer in San Francisco, has been named transmitter engineer at KSFO in that city. He replaces John Powers, who resigned to join Techna Corp., San Francisco equipment manufacturers, as chief engineer.

M. W. HORRELL, for the last year chief research engineer of First National Television Inc., Kansas City, has returned to his alma mater, Kansas State College at Manhattan, Kan., to take over television research and supervise the operation of its experimental visual station W9XAK.

C. W. LOEBER, FCC inspector in charge of the Detroit district, has been ordered to take charge of the St. Paul district on Nov. 1. He succeeds John M. Sherman, who resigned Sept. 16 to become chief technician of WTCN, Minneapolis.

BRUCE VAUGHN has been taking the place of William Heitz, of WSAZ, Huntington, W. Va., who in turn has been pinch-hitting for Bill Bradley, of WCHS, Charleston, W. Va.

WILLIAM ROBINSON and Lester Seyfert have joined the laboratory staff of Commercial Radio Equipment Co., Kansas City, which is planning to introduce several new items in the broadcast field.

CRAIG E. PICKETT, NBC studio engineer in Chicago, and George Maher Jr., NBC studio engineer in San Francisco, exchanged jobs Sept. 30, each replacing the other.

NED NOLAN, graduate of Dodge Institute, Valparaiso, Ind., has joined the engineering department of WGAR, Cleveland, replacing Ed Penny, who has resigned to become a ship operator.

EDWARD HLAVATY has left the Chicago sound effects staff of NBC to take charge of a shortwave transmitter for the Illinois state police. Irving B. Bickler replaces Hlavaty at NBC.

CARL DREHER, chairman of the Academy of Motion Picture's Research Council scientific committee, left Hollywood for New York to make a television survey.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System, on Sept. 29 was issued Letters Patent No. 2,055,748 by the U. S. Patent Office covering a television device of his own invention.

HAROLD ROYSTON, of NBC's Chicago engineering staff, is the father of a baby girl.

WALTER TIBBALS, sound effects operator of WNEW, Newark, is suffering from blood poisoning contracted while experimenting with a noise gadget.

KFWB on Warner Lot

KFWB, Hollywood, early in October abandoned the executive offices which it has occupied for many years on the top floor of the Warner Brothers Theatre Bldg. in Hollywood and moved into its new quarters on the Warner Bros. lot at Sunset Blvd. and N. Bronson Ave., Hollywood. This reunites the administrative and program forces. The production department had moved to the lot nearly a year ago. The studio offices occupy an entire building on Warner's lot with complete facilities. The radio department will continue to occupy sound stage four at Warner's lot where the quarters include sound stages, studios, rehearsal and audition rooms and offices for the production division.

ACCURACY
INFORMATION
• • •
EQUIPMENT
• • •
SERVICE
Radio Engineering Consultants
For Established Stations and For New Station Applicants
Frequency Measurements
Tru-AXIS Low Drift CRYSTALS
(Approved by F.C.C.)
COMMERCIAL RADIO EQUIPMENT COMPANY
7205 BALTIMORE • KANSAS CITY, MO.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Combination announcer and program director with executive ability. No liquor heads. Must come well recommended. Give full particulars first letter — experience, references, connections, etc. Must be willing to locate in South. Box 564, BROADCASTING.

Situations Wanted

REGISTERED PROFESSIONAL ENGINEER, legally and technically qualified all states, desires responsible engineering position. B.S., M.S. degrees. Thorough knowledge E.E., Radio, Physics; eleven years experience operation, maintenance, design, construction; field strength expert. Travel or locate. Impressive credentials. Employed but desire change. Box 566, BROADCASTING.

Program Director — Station Executive—College Degree — Employed. Years of experience of program directing, musical directing, continuity writing and announcing. Experience on chain and independent stations. At present Physical Education Director and Publicity Director of one of the largest counties in Pennsylvania. Box 565, BROADCASTING.

Wanted: The management of the Artist Bureau at some representative station in good territory with a recognized artist following. Our organization experienced, well qualified and financially responsible. Write for details. Box 563, BROADCASTING.

Station manager with ten years experience wants to manage station on percentage basis. Prefer small station. Best of references. Box 555, BROADCASTING.

Wanted to Buy

Will pay cash for full or part-time station in city over 100,000. Box 567, BROADCASTING.

Have clients for broadcasting stations now operating. All matters confidential.
Radio Investment Company
Broadcasting Properties
Times Bldg. New York

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

EQUIPMENT

GATES RADIO & SUPPLY Co., Quincy, Ill., manufacturers of broadcast station equipment, announce the release of a new catalog, No. B-21, pertaining to speech input equipment, remote control apparatus, transcription turntables, power supply equipment, microphones, recording devices and accessories pertaining thereto.

DAVEN Co., Newark, has released Bulletin 534 describing its new attenuator, designed as a mixing or master gain control in broadcast speech input equipment, public address systems, sound recording laboratories and sound projection systems.

KENYON TRANSFORMER Co. Inc., New York, is publishing a house organ titled *Kenyon Engineering News*, devoted to news of interest to engineers, sound technicians, amateurs and other experimenters. Distribution is through a mailing list and local distributors.

RADIO ENGINEERING & MFG. Co., Jersey City, announces a preliminary coupling amplifier for use with any type crystal reproducer. It is designated R20-A and the unit incorporates low and high-frequency compensation, complete ac operation, 50-200 ohm output terminations and is built within a round metal housing.

SUNDT ENGINEERING Co., Chicago, announces a new neobeam oscilloscope, with image reflected on revolving mirror to sweep horizontally across the line of vision.

AMPERITE Corp., New York, is promoting its new boom stand, silently adjustable in vertical or horizontal position without adjusting screws. A ball clutch is used for the vertical adjustment. It is obtainable in chrome or gunmetal finish.

EXTENSIVE modifications are being made in the studio and control room of KDYL Salt Lake City, to accommodate the new Western Electric 23-A speech input equipment. The revisions include a rearrangement of the entire control room layout, installation of more dynamic microphones, and the placing of new studio loudspeakers. The changes are being supervised by John Baldwin, KDYL chief engineer.

KGGM, Albuquerque, N. M., has purchased a new Collins 1 kw. transmitter and a Blaw-Knox vertical radiator. Its expansion plans are set, subject to FCC approval.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ______$50.00
Hollister Crystal Co.
WICHITA, KANSAS

Botanical Item

KGMB, Honolulu, has a "phonograph needle tree" in its back yard. The Hawaiian Kiawe tree (pronounced kee-ah-ve) grows thorns almost replicas of the regulation phonograph needle, with a point that practically reaches shadowgraph perfection. The thorns give excellent reproduction, wear well, and will not scratch even a sensitive surface. Therefore the yelp of an announcer who finds himself without needles at the zero hour just before putting on a transcription program is unheard of at KGMB. In an emergency he dashes out into the backyard, plucks a thorn or two and is ready for his program.

EQUIPMENT being installed in the new WDSW, 100-watt daytime station on 1370 kc. which the FCC last July authorized the *Champaign* (Ill.) *News-Gazette* to erect, will comprise a composite transmitter, with Collins speech input, RCA and WE microphones, Truscon vertical radiator and RCA turntables. The station expects to go on the air by Dec. 10.

WESTERN ELECTRIC equipment throughout is being installed in the new KROY 100-watt daytime station on 1310 kc., authorized by the FCC for construction in Sacramento, Cal., by Royal Miller, local automobile dealer. The station will go on the air about Nov. 1, with E. E. Wolfe as manager and chief engineer. Mr. Wolfe formerly was with KXA, KIT, KMO and KORE.

KTSA, San Antonio, unit of Hearst Radio Inc., on Oct. 4 will put its new 5 kw. Western Electric transmitter in operation.

CONSTRUCTION of the new KFOY, St. Augustine, Fla., a 100-watter recently authorized by the FCC, is under way and the station is expected to go on the air Dec. 1, using a Truscon vertical radiator, according to Mayor Walter H. Fraser who heads the Fountain of Youth Properties Inc., which holds the C. P.

CJRC, Winnipeg, has installed a new 410-foot Blaw-Knox radiator, said to be the first of its kind in western Canada. CJRM, Regina, is planning a similar installation.

KUOA, Siloam Springs, Ark., is completing a building to house a new Western Electric 5 kw. transmitter. Work also has started on a 450-foot Blaw-Knox radiator. New equipment will include Western Electric eightball microphones and transcription turntable.

C. C. MACDONALD, head of Olesen Sound Studios, Hollywood, has resigned to establish Recording Equipment Mfg. Co. at 6611 Sunset Blvd., Hollywood. The firm will handle recording machines and accessories as well as p. a. and remote control systems. The trade name of "Renco" will be used.

GLOBE-UNION Inc., Milwaukee (Centralab radio products) is the new title of the former Globe-Union Mfg. Co., headquartering at Milwaukee, under a simplified corporate setup ratified by stockholders. Executive control of operating factories in various parts of the country remains at Milwaukee.

BOONTON RADIO Corp., Boonton, N. J., has announced its new QX-Checker, Type 110-A, a precision instrument for production testing, grouping and adjusting coils and condensers at frequencies ranging from 100 to 25,000 kc.

INFORMAL ground-breaking ceremonies for the new plant of KFWB, Hollywood, were held late in September at Baldwin Hills where the technical plant will be located. Nov. 15 has been set as the completion date for the new transmitter.

Little Crow Expanding

LITTLE CROW MILLING Co., Warsaw, Ind. (Koko-Wheats, cereal), on Sept. 28 started Russel Pratt on KDKA, Pittsburgh, and Happy Hank on WGY, Schenectady; on Oct. 12 started Uncle Bob on WHAM, Rochester, N. Y.; and on Nov. 1 will start Uncle Wayne on WGAR, Cleveland. Like Jolly Joe on WLS, Chicago, and Uncle Neal on WJR, Detroit, which this sponsor is continuing, these children's programs are broadcast for 15 minutes in the early morning, six days a week. Agency: Rogers & Smith Adv. Agency, Chicago.

MR. E. H. RIETZKE
PRESIDENT OF CREI

Being BETTER Than Your Requirements Is A Big Step Toward A BETTER JOB . . .

The man who isn't capable of better performance than his job requires . . . will never get a chance at more important duties and a better salary. New improvements—new conditions— are forcing men back who have not the foresight to see the need for TECHNICAL TRAINING . . . NOW!

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Catalogue on Request

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CREI

The Gates "Remote Combine"
A co-ordinated Velocity microphone and high quality A.C. Remote Amplifier

FEATURING —
1—High gain all A.C. Remote Amplifier
2—Modern full size Velocity Microphone
3—Uses metal tubes (glass rectifier)
4—Completely shielded—small in size

Priced at $77.00 complete

OVER 100 IN DAILY USE

GATES RADIO & SUPPLY CO.
Quincy, Ill., U. S. A.

New! AMPERITE BOOM
(MODEL FSB)

ADJUSTABLE in any DIRECTION

Noiseless action permits noiseless adjustment while operating. Adjustable counterweight and friction clutch provide SMOOTH AND EASY OPERATION. Boom can be lowered or raised by mere pressure of the hand, without requiring any locking devices. Microphone height can be varied from 36" to 96". Length of Boom arm, 28", or more.

List Price, gunmetal, $50.00. Chrome, $55.00

Write for Bulletin ST. Also new Microphone Proposition

AMPERITE Company 561 BROADWAY, NEW YORK

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
SEPTEMBER 30 TO OCTOBER 13, INCLUSIVE

Decisions . . .

SEPTEMBER 29

(Supplement to list published in Oct. 1 issue)

MISCELLANEOUS—WHDL, Olean, N. Y., reconsid. & granted without hearing amended applic. change 1420 to 1400, increase power 100 to 250 w D, move trans. locally; WJEJ, Hagerstown, Md., reconsid. & granted applic. mod. lic. LS-11 p. m. 50 w 1210 kc Tues., Thurs., Sat., Sun. permanent basis; KDON, Monterery, Cal., denied reconsid. grant F. W. Atkinson new sta. Watsonville, Cal., 1310 kc 250 w D and request it be set for hearing; KGCU, Mandan, N. D., reconsid. action 9-17-35 and removed applic. renewal from hearing docket, granted regular renewal; WCKY, Covington, Ky., denied reconsid. action 5-1-36 setting for hearing applic. CP new equip., increase 5 to 50 kw non-directional, and to grant same in part without hearing increasing to 10 kw 25 kw D, and to leave request for 50 kw on hearing docket; WATR, Waterbury, Conn., granted CP change trans. site, studio, locally, change equip., directional antenna D & N, change to 1290 kc, increase 100 w ltd. to 250 w unltd.

RATIFICATIONS:

WMT, Des Moines—Extension program test.

WMBQ, Brooklyn—Granted temp. auth. Joseph Husid to operate under terms of present license 60 days.

OCTOBER 7

APPLICATIONS GRANTED:

WLBZ, Bangor, Me.—CP new trans.

WKOK, Sunbury, Pa.—CP new equip.

WSAJ, Grove City, Pa.—CP change equip.

KFRO, Longview, Tex.—CP increase 100 to 250 w D.

KFRU, Columbia, Mo.; KMMJ, Clay Center, Neb.; WGL, Fort Wayne, Ind.—CP new trans.

KOMO, Seattle—CP change equip., move aux. trans.

KGGM, Albuquerque, N. M.—CP move trans. locally, new equip., vert. radiator, increase 250 w to 1 kw N, 500 w to 1 kw D.

KYS, Oakland, Cal.; KFAC, Los Angeles; KFVD, Los Angeles—CP new trans.

WNLC, New London, Conn.—License for CP 1500 kc 100 w D.

WCAO, Baltimore—License for CP aux. trans.

WMMN, Fairmont, W. Va.—License for CP as modif. change equip., increase to 500 w 1 kw D 890 kc unltd., move trans.

WDBJ, Roanoke, Va.—License for CP new equip., increase to 1 kw 5 kw D.

KGFF, Shawnee, Okla.—License for CP as modif. new equip., increase to 100 w 250 w D 1420 kc unltd., move trans.

WSIX, Nashville—License for CP as modif. move studio, trans., new antenna.

KANS, Wichita—License for CP 1210 kc 100 w unltd.

WQDM, St. Albans, Vt.—Modif. CP move trans., studio locally, increase power, change hours 1390 kc 1 kw N & D, Sh.

KNX, Los Angeles—Modif. license from Western Broadcast Co. to Columbia Brdcstg. System of Cal. Inc.

WNYC, New York—Extension temp. aux. license.

WDBO, Orlando, Fla.—Modif. CP new equip.

WGAL, Lancaster, Pa.—CP move trans. locally, change freq., equip., antenna.

KOVC, Valley City, No. D.—Modif. CP trans., studio sites, vert. radiator.

KABC, San Antonio—CP new trans.

KFEQ, St. Joseph, Mo.—Amended CP change equip.

KORE, Eugene, Ore.—CP trans., studio sites, vert. radiator.

WCAX, Burlington, Vt.—License for CP new trans.

WBNX, New York—License for CP new equip., move trans., directional antenna 1 kw 1350 kc Sh.-WAWZ.

WTRC, Elkhart, Ind.—License for CP change equip., increase power, change name.

WEW, St. Louis—License for CP change equip.

WFIL, Philadelphia—Modif. CP trans. site, extend completion.

WJBK, Detroit—Modif. CP new equip., extend completion.

KFXD, Nampa, Id.—CP new trans.

KGKB, Tyler, Tex.—License for CP move trans., vert. radiator.

KQV, Pittsburgh—Temp. auth. simul.-WSMK spec. days.

WOI, Amos, Ia.—Spec. auth. rebroadcast KGHO police programs.

KFJR, Portland, Ore.—Vol. assign. license to KALE Inc.

WJIM, Lansing, Mich.—Vol. assign. license to Harold F. Gross.

SET FOR HEARING—NEW, Lawrence K. Miller, Pittsfield, Mass., CP 930 kc 250 w D; NEW, Knoxville Journal Brdcstg. Co., Knoxville, CP 1200 kc 100 w N 250 w D unltd.; WILM, Wilmington, Del., CP vert. antenna, move to Chester, Pa.; WMMN, Fairmont, W. Va., CP new equip., increase to 1 kw 5 kw D; WGAR, Cleveland, CP new trans., increase to 5 kw; WHKC, Columbus, O., CP new trans., antenna changes, increase 1 kw 5 kw D; WEEI, Boston, modif. CP to 5 kw D & N; WAIM, Anderson, S. C., modif. CP directional antenna N, 1 kw unltd.; NEW, Julius Brunton & Sons Co., San Jose, Cal., CP increase to 5 kw D; KQW, San Jose, Cal., CP increase to 5 kw D, move to Sacramento; NEW, Staunton Brdcstg. Co. Inc., Staunton, Va., CP 1500 kc 100 w N 250 w D unltd.; NEW, William Avera Wynne, Wilson, N. C., CP 1310 kc 100 w D; NEW, World Pub. Co., Tulsa, Okla., CP 940 kc 1 kw 5 kw D unltd., directional N.

APPLICATIONS DENIED—WINS, New York, temp. auth. pro football games; WCOP, Boston, temp. auth. LS 8 p. m.; WINS, New York, temp. auth. LS-midnight for election broadcasts.

APPLICATIONS DISMISSED (request of applicants)—NEW, Palmer Brdcstg. Syndicate Inc., Portland, Me., CP 1210 kc 100 w unltd.; WSMK, Dayton, modif. license 1380 kc 250 w unltd.; KRKO, Everett, Wash., vol. assign. license; Detroit Nat'l League Football Club Inc., auth. transmit games to CKLW by wire.

MISCELLANEOUS — Reconsidered action 7-2-36 granting modif. license to 1 kw D 610 kc unltd., and directed applic. be granted for unltd. time.

RATIFICATIONS:

KAST, Astoria, Ore.—Granted auth. vol. assign. license to Astoria Brdcstg. Co.

WJRD, Tuscaloosa, Ala.—Modif. CP trans., studio site, vert. radiator.

KLO, Ogden, Utah—Oral argument continued.

NEW, Port Huron Brdcstg. Co., Port Huron, Mich.—Granted motion remand applic. CP 1370 kc 250 w D for further hearing.

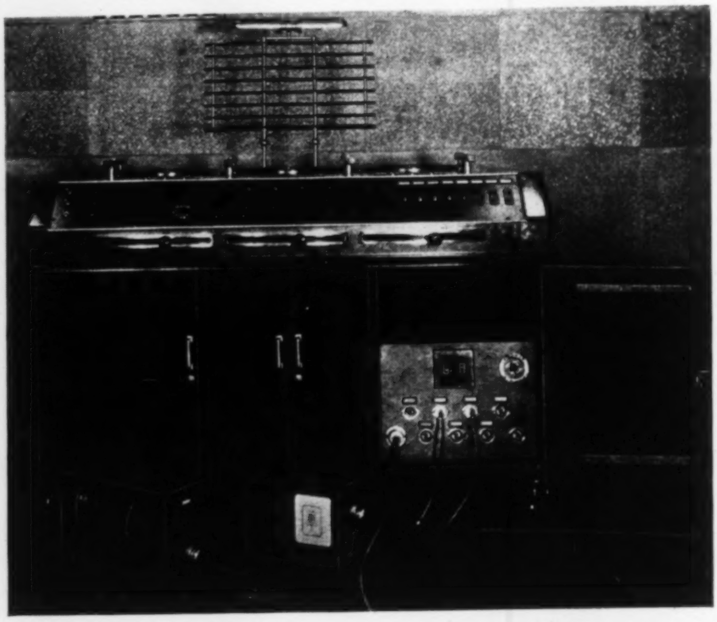
WHAT, Philadelphia — Denied motion withhold decision on applic. Eastern States Brdcstg. Corp.

OCTOBER 9

SET FOR HEARING—NEW, Rev. Edward Warren Cromey, Brooklyn, CP 1130 kc 1 kw D, asks facilities WOV, to be heard 11-16-36; WOV, New York, applic. transfer control to Arde Bulova, to be heard 11-16-36.

ORAL ARGUMENTS GRANTED—NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J., 12-17-36; NEW, Gomer Thomas, Bellingham, Wash., 1-7-37; NEW, Voice of Marshall Assn., Marshall, Tex., 1--7-37.

MISCELLANEOUS — NEW, Escanaba Daily Press Co., Escanaba, Mich., granted continuance hearing until last week November; KFPM, Greenville, Tex., denied reconsid. & grant renewal license and assignment without hearing, with hearing set for 10-20-36; WSPD, Toledo, granted auth. intervene applic. L. Martin Courtney for CP 1420 kc 100 w unltd. Toledo, set for 11-25-36. NEW, John S. Braum, Waco, Tex., granted written appearance applic. CP Waco 1500 kc 100 w D, and additional 10 days, hearing set for 11-11-36; NEW, Earle Yates, Las Cruces, N. M., granted 10 days amend applic. CP 930 kc 1 kw D, to amend to 1500 kc 100 w N 250 w D unltd.; KNOW, Austin, Tex., granted intervention applic. State Capitol Brdcstg. Assn., Austin, 1120 kc 500 w 1 kw D spec.; WMEX, Boston, granted interventio applic. WAAB modif. license; KGFX, Moorhead, Minn., granted regular renewal, U. S. Court of Appeals for D. C. has affirmed Commission's auth. removal to Duluth 1500 kc 100 w unltd.; NEW, Richard M. Casto, Johnson City, Tenn., granted petition intervene applic. W. Hanes Lancaster & J. W. Birdwell, Johnson City, applic. CP 1200 kc 100 w 250 w D unltd.



FOR SOUND—Newest acquisition of the ABC production staff is an elaborate sound effects machine which has just been completed by Jenkins & Adair Inc., Chicago. In appearance not unlike a modernistic portable bar, the instrument is said to be able to cope with any sound requirement that the most inspired script writers can devise. Three turntables, which can be operated simultaneously at varying speeds, permit the use of an almost endless variety of sound effect records. A microphone and speaker combination enables realistic reproduction of radio and telephone conversations, with either city or rural-type phones. Eight different pieces of sound apparatus, such as bells, horns, sirens, may be operated from the machine by remote control. This machine, which was ordered early in the spring, is the second of its kind to be turned out by its maker; the first is in use at WGN, Chicago.

Examiners' Reports . . .

KRE, Berkeley, Cal. — Examiner Hyde recommended (I-288) that applic. vol. assign. license from First Congregational Church of Berkeley to Central California Broadcasters Inc. be granted.

NEW, Saginaw Brdcstg. Co., Saginaw, Mich.; Harold F. Gross & Edmund C. Shields, Saginaw—Examiner Dalberg recommended (I-289) that applic. Gross & Shields for CP 950 kc 500 w D be denied; that applic. Saginaw Brdcstg. Co. for CP 1200 kc 100 w 250 w LS spec. be granted.

WMFF, Plattsburg, N. Y. — Examiner Hyde recommended (I-294) that applic. modif. license 1310 kc 250 w D to 1310 kc 100 w 250 w LS unltd. be granted.

NEW, A. Tornek, d/b Metro Brdcstg. Co., Los Angeles—Examiner Seward recommended (I-295) that applic. CP 820 kc 250 w ltd. be dismissed with prejudice or that applic. be denied.

NEW, W. D. Davis, Dixon Pyles, W. H. Johnston, d/b Magnolia Brdcstg. Co., Jackson, Miss.—Examiner Seward recommended (I-296) that applic. CP 1420 kc 100 w unltd. be dismissed with prejudice.

NEW, Duluth Brdcstg. Co., Duluth—Examiner Seward recommended (I-297) that applic. CP 1200 kc 100 w unltd. be dismissed with prejudice.

NEW, Ogdensburg Advance Co. Inc., Ogdensburg, N. Y.—Examiner Hill recommended (I-298) that auth. transmit programs to foreign countries be dismissed with prejudice.

KSO, Des Moines — Examiner Dalberg recommended (I-299) that CP increase D 1 kw to 2½ kw be granted.

KUJ, Walla Walla, Wash.—Examiner Irwin recommended (I-300) that applic. modif. license 1370 kc 100 w unltd. to 1250 kc 250 w unltd. be granted.

Applications . . .

OCTOBER 1

NEW, Kings Brdcstg. Corp., Brooklyn—CP 1400 kc 500 w Sh.-WLTH, WARD, asks facilities WBBC, WVFW.

WGY, Schenectady — CP change antenna, increase 50 to 500 kw, move trans. locally.

WKBN, Youngstown—CP vert. antenna, move trans. locally.

KGFI, Corpus Christi, Tex.—Modif. CP move trans., change equip., change 1500 to 1330 kc, increase 100 w 250 w D to 500 w, change equip.

WDAF, Kansas City — CP new trans., antenna, move trans. locally.

WBOW, Terre Haute, Ind. — CP new trans., directional N, change 1310 to 930 kc, from 100 w 250 w D to 500 w 1 kw D, move trans. locally.

OCTOBER 2

WSAN, Allentown, Pa.—CP new trans., antenna.

WCBA, Allentown, Pa.—Same.

WCOA, Pensacola, Fla. — CP change trans., antenna, move trans. locally, increase 500 w to 1 kw.

KABR, Aberdeen, S. D.—CP new trans., change 1420 to 1390 kc, increase 100 w to 1 kw.

KGLO, Mason City, Ia. — Modif. CP change trans., antenna, sites.

KFIO, Spokane—CP new trans., change 1120 to 1110 kc, 100 to 500 w, D to unltd.

KFJR, Portland, Ore.—Vol. assign. license to KALE Inc.

OCTOBER 6

WIBX, Utica, N. Y. — CP new trans., vert. antenna, change 100 w N 300 w D to 100 w N 250 w D, move trans. to Town of Marcy, N. Y.

WWRL, Long Island, N. Y.—Modif. license re spec. hours, asks WMBQ hours.

KTSA, San Antonio — License for CP new trans.

KRBC, Abilene, Tex. — License for CP as modif. 1420 kc 100 w unltd.

WAML, Laurel, Miss.—Modif. license to unltd.

NEW, Northwest Publications Inc., Duluth—CP 920 kc 250 w D.

NEW, Harold A. Lason, Ernest C. Hendrickson, Huron, S. D.—CP 1340 kc 250 w unltd., facilities KGDY.

WEAU, Eau Claire, Wis.—Modif. CP increase 250 w to 1 kw.

WFBM, Indianapolis — Modif. license 1 kw 5 kw D to 5 kw N & D directional N.

KUMA, Yuma, Ariz.—CP change equip.

KJR, Seattle—CP move aux. trans. of KOMO to be used as aux. for KOMO and KJR.

OCTOBER 8

WBCM, Bay City, Mich.—Modif. license 500 w to 500 w 1 kw D.

WROK, Rockford, Ill.—CP vert. antenna, increase D 500 w to 1 kw.

KFVD, Los Angeles—CP directional antenna, increase 250 w to 1 kw, amended from directional to vertical antenna.

OCTOBER 9

NEW, Westinghouse E. & M. Co., Chicopee Falls, Mass.—CP and license 6 high-freq. stations.

NEW, Hearst Radio Inc., Washington—CP 1310 kc 100 w 250 w D unltd., facilities WOL contingent grant WOL applic. change to 1230 kc.

WSAY, Rochester—License for CP 1210 kc 100 w D.

NEW, H. A. Hamilton, Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unltd.

NEW, J. H. Allison, Rhea Howard, B. D. Donnell, d/b West Texas Brdcstg. Co., Wichita Falls, Tex.—CP 1380 kc 1 kw unltd. directional N.

WHA, Madison, Wis.—License for CP change equip., increase power.

KVOE, Santa Ana, Cal.—License for CP change equip., move trans.

OCTOBER 10

WDBJ, Roanoke, Va.—Modif. license 1 kw N 5 kw D to 5 kw N & D.

WBLK, Clarksburg, W. Va.—Modif. CP re trans., vert. antenna, trans. site.

NEW, St. Petersburg C. of C., Fla.—CP 1050 kc 5 kw ltd.

WIND, Gary, Ind.—Modif. license 1 kw 5 kw D to 5 kw N & D.

KSL, Salt Lake City—CP change trans., vert. antenna, increase to 500 kw.

KWYO, Sheridan, Wyo.—License for CP change equip., vert. antenna, increase power, move trans.

OCTOBER 13

NEW, Metropolis Co., Jacksonville, Fla.—CP 1310 kc 100 w unltd., amended to 1290 kc 250 w.

KARK, Little Rock—Modif. CP increase power, move trans., asking change 500 1 kw D to 1 kw N & D.

KRRV, Sherman, Tex.—License for CP as modif. 1310 kc 100 w D.

KPRC, Houston — Modif. license from Houston Printing Co. to Houston Printing Corp.

NEW, Curtis Brdcstg. Corp., Indianapolis—CP 1500 kc 100 w N D Sh.—WKBV, unused facilities WKBV or equal division of time amended to spec hours (time not used by WKBV).

WHLB, Virginia, Minn.—License for CP new station.

NEW, Aberdeen News Co., Aberdeen, S. D.—CP 1390 kc 1 kw unltd.

KFPY, Spokane—License for CP as modif. new equip., increase power, move trans.

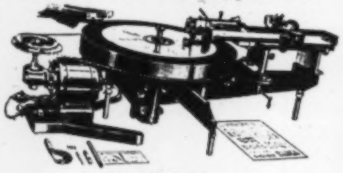
KOY, Phoenix, Ariz.—Vol. assign. license to Salt River Valley Brdcstg. Co.

NEW, Harold M & Mrs. Eloise Finlay, La Grande, Ore.—CP 1500 kc 100 w D, amended to 100 w 250 w D 1420 kc unltd.

NEW, Mile High Radio Corp., Denver—CP 1420 kc 100 w unltd., amended to 1210 kc 100 w 250 w D.

KRKO, Everett, Wash.—CP new trans., vert. antenna, change 1370 to 1420 kc, 50 w to 100 w 250 w D, from Sh.-KVL to unltd., move studio, trans. locally.

TRANSFER of the motion picture promotional activities of the Department of Commerce from the Specialties Division to the Electrical Division, under Andrew W. Cruse, chief of the latter section was announced recently. Mr. Cruse, a radio engineer, was formerly with broadcasting stations in Cuba.



Record Piano Music at 33⅓ R.P.M.

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Professional Recording Machine

New, improved design—Superlative performance—Solid, heavy—Precision machined—16-in. distortion proof turntable disc—Constant speed rim drive—110-volt AC 100% synchronous reversible motor—Individually calibrated timing bar provides for both 33⅓ and 78 r.p.m. at 90, 110 and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U. S. A.

Museum Opportunity

THE SECOND-HAND dealer has made his first contact with television even though that visual art has not yet been dubbed commercially feasible. In the miscellaneous for sale column of the *Washington Star* of Sept. 29 there appeared—"Television, 2 sets, Jenkins, estate of the late inventor, worth $500; sell for $25." The inventor mentioned was the late C. Francis Jenkins, pioneer in visual radio who ten years ago was transmitting experimentally in Washington with mechanical scanning.

Correct Radio on the Air

TO BRING itself up-to-date on the correct use of radio in education, the Adult Education Council of Chicago is sponsoring a series of six lectures for executives of the 90-odd educational agencies and institutions that comprise its membership, including universities, libraries, museums, civic organizations and other bodies contributing to the culture of Chicago. Classes are held each Monday in the quarters of the University Broadcasting Council, where James M. Whipple, UBC production director, leads the group in an analysis of the correct and incorrect uses of radio for educational purposes.

I. J. FOX, New York (furs), will start a series of fall programs on WEAF, Oct. 16, Fridays, 7:45-8 p. m. Peck Adv. Agency Inc., New York, is agency.

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BETTER than .01%
is what we guarantee all Scientific Radio Service Crystals. Why experiment — use the best.

CRYSTAL SPECIALISTS
SINCE 1925

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals ... $90

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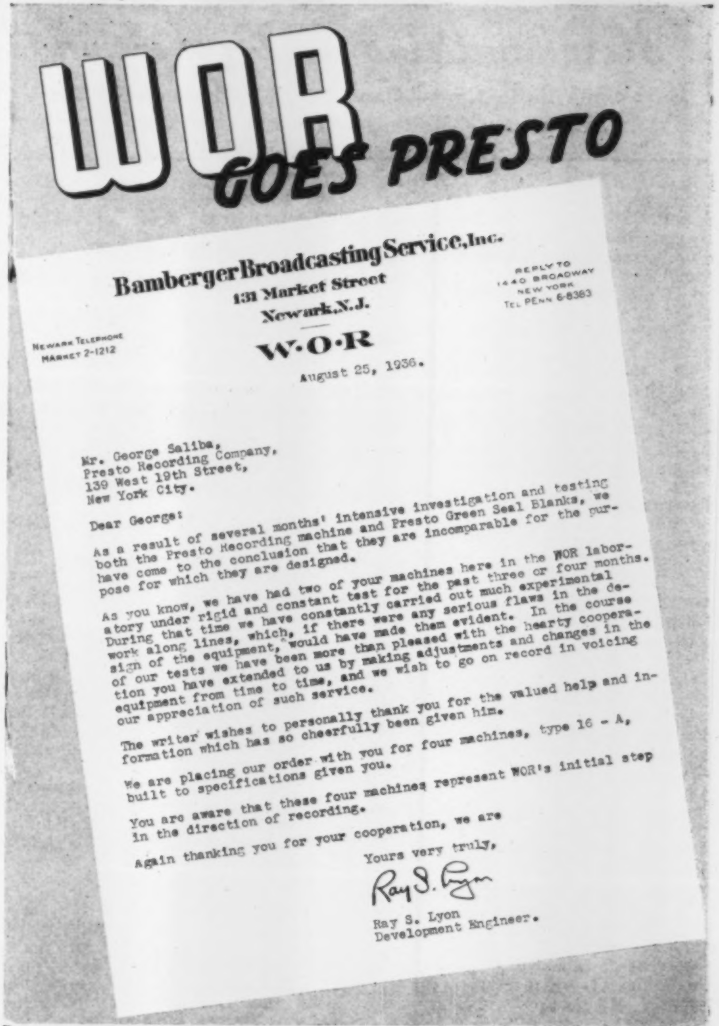

WOR GOES PRESTO

Bamberger Broadcasting Service, Inc.
131 Market Street
Newark, N.J.
W·O·R

Newark Telephone
Market 2-1212

Reply to
1440 Broadway
New York
Tel PEnn 6-8383

August 25, 1936.

Mr. George Saliba,
Presto Recording Company,
139 West 19th Street,
New York City.

Dear George:

As a result of several months' intensive investigation and testing both the Presto Recording machine and Presto Green Seal Blanks, we have come to the conclusion that they are incomparable for the purpose for which they are designed.

As you know, we have had two of your machines here in the WOR laboratory under rigid and constant test for the past three or four months. During that time we have constantly carried out much experimental work along lines, which, if there were any serious flaws in the design of the equipment, would have made them evident. In the course of our tests we have been more than pleased with the hearty cooperation you have extended to us by making adjustments and changes in the equipment from time to time, and we wish to go on record in voicing our appreciation of such service.

The writer wishes to personally thank you for the valued help and information which has so cheerfully been given him.

We are placing our order with you for four machines, type 16 - A, built to specifications given you.

You are aware that these four machines represent WOR's initial step in the direction of recording.

Again thanking you for your cooperation, we are

Yours very truly,

Ray S. Lyon

Ray S. Lyon
Development Engineer.

WOR with its powerful 50,000 watt transmitter, is one of the leading stations in the East. No compromise is ever made with quality at WOR—price is not considered—every piece of equipment must be the finest obtainable before it is accepted.

The installation of PRESTO INSTANTANEOUS RECORDING equipment in the studios of WOR after the most gruelling tests that could be devised by the engineering staff is eloquent proof that PRESTO has no peer in its field.

Write for new descriptive catalogue.

MANUFACTURERS OF THE FAMOUS GREEN SEAL DISCS.
EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

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139 West 19th Street, New York, N. Y.

Merchandising & Promotion

Toys and Bottle Caps—Hand-Painted Photos—Big Day In Boston—Kellogg—Miniature Station

CHOCOLATE PRODUCTS Co., Chicago (Stillicious Yeast, Vitamin B Chocolate Milk), on Oct. 26 starts *Buddy & Ginger*, 10-minute transcribed juvenile serial, broadcast three afternoons weekly, on WGN, KSTP, WEBC, WJR, WGST, and continues on KNX, where it was broadcast throughout the summer months as a test.

The sponsor plans to extend this year the premium-for-proof-of-sale plan it tried out so successfully last year on WBBM in Chicago. A list of toys was offered to listeners sending in Stillicious bottle caps, with different items calling for varying numbers of caps, and in addition the young listeners were asked to write the name of their school on the back of the caps, the sponsor promising to award a radio set to every school named on three thousand or more caps. In an eight-week campaign the sponsor received more than 380,000 bottle caps, and awarded 80 receiving sets to as many schools throughout the Midwest, including points as far away from Chicago as Winona, Minn., Evansville, Ind., and Mt. Clemens, Mich. At the beginning of the campaign sound trucks visited Chicago schools at recess time, distributing literature telling about the prizes to be given away in exchange for bottle caps.

The unusual length of the program occured accidentally, according to Kenneth C. Ring, radio director of J. L. Sugden Advertising Co., Chicago, which directs the account. "When the *Buddy & Ginger* program was launched three years ago in Minneapolis", he stated, "we had intended making it the customary quarter-hour in length but the only time available during that late afternoon period which has become the radio children's hour was a ten-minute spot, so we built our program to fit.

"This odd length has proved to be both a curse and a blessing," Mr. Ring continued. "On the credit side we have found that this ten-minute show is doing as much as a quarter-hour could, and at two-thirds the cost for time. But as more and more advertisers are going on the air it is becoming harder for us to secure ten-minute spots with any assurance of being able to hold them and in another year it is entirely possible that it will be necessary to turn *Buddy & Ginger* into a full 15-minute show."

Asked about the premium plan, Mr. Ring said that disregarding immediate sales the idea of awarding receiving sets to schools had built tremendous goodwill for the sponsor with both the children and their schools. Letters were received from every school expressing its thanks, in many cases signed by every member of the student body.

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KNX, Hollywood, on Oct. 12 launched the CBS *Junior Nurse Corps* series with a prevue to the radio press, PTA clubs and civic groups. The program originates in New York three afternoons a week and is sponsored by Swift & Co., Chicago.

MOORE, Ltd., San Francisco, (men's clothing), sponsoring *Football Score Board* with Larry Keating commentator, on KPO, is offering a special football chart to dialers, which is designed to enable listeners to follow program with greater ease. Charts, which are obtainable without charge or obligation at any of the Moore stores in the San Francisco bay region, list all major football games of the season, and also contains teams' strength rating in the opinion of grid experts and scores of last year's contest. Program, heard Saturdays at 5:45 p. m., gives final scores of all important college games played that afternoon.

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KFJZ, Fort Worth, persuaded the school superintendent to include a brief list of KFJZ's educational programs with the bulletins from his office, with the result that more than 50 public schools, including grade, high and junior high, carried the notice on their bulletin boards. KFJZ's mimeographed bulletin was made on plain paper, however, with no sponsor's name mentioned. The single sponsor, whose program resume appeared on the bulletin, was decidedly pleased, however, with this additional promotion.

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ST. CLAIRE BREWING Co., San Jose, Cal., on its five-minute transcription *Prize Melodies* program over KFRC, San Francisco, Wednesdays at 10 p. m., is offering a $1.25 hand-painted photo enlargement to dialers for four St. Claire beer bottle caps and 25c. Coupon is obtainable from independent grocers and liquor dealers in the San Francisco Bay region. Newspaper and window displays supplement the weekly radio program, placed thru Guggenheim Adv. Agency, San Francisco.

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WBIG, Greensboro, N. C., is offering listeners cash prizes for program ideas, with Jefferson Standard Life Insurance Co. seeking suggestions for radio observance of its 30th anniversary. If the winner of the $50 prize is a member of a family protected by Jefferson, the prize will be doubled.

WHO, Des Moines, mailed more than 1,000 invitations to agencies and advertisers throughout the country and to public officials for the fall opening Oct. 3 of the *Iowa Barn Dance Frolic*, which started its sixth year on the mammoth stage of Des Moines Shrine Auditorium, largest theatre west of Chicago (4500 seats). Enclosed with invitations were illustrated *Iowa Barn Dance* souvenir books and large descriptive folder on WHO. WHO's *Iowa Barn Dance* is sponsored by Mantle Lamp Co., Penn Tobacco Co., Flex-O-Glass Mfg. Co., Murphy Products Co., Postal Life Insurance Co., and Drug Trade Products.

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SEPT. 27 was station promotion day in Boston, with WNAC becoming the NBC-Red outlet and WEEI joining CBS. Edison Electric Illuminating Co. distributed an arty brochure reproducing advertisements that appeared in local newspapers. The announcement was done in formal style. Complete WEEI program lists were distributed by Edison to every home it serves in the Boston area. They were done up in animated booklet form. WNAC's promotion included a series of large newspaper announcements. Teasers preceded full-page advertisements.

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PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) is offering free booklets entitled *Design for Living*, which tells how to keep a house in repair. A free coupon is sent to every listener requesting the booklet. The coupon is worth 25 cents towards the purchase of a Pittsburgh paint product. Program is heard on CBS, Sundays, 2-2:45 p. m., and Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

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HARRIS SOAP Co., Buffalo, offers copper skillets to listeners who return four box tops from Harris soap flakes and 79 cents. Distribution is through Hygrade Petroleum Co. stations, which handle the skillets in return for attention they attract by distributing them.

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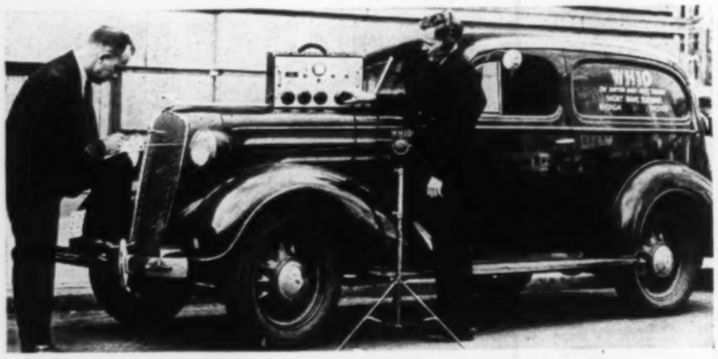
H. SUTLIFF TOBACCO Co., San Francisco, (tobacco), sponsoring *Sports Forum* with Ira Blue commentator on KPO, is offering a free trial size package of Heine's blend pipe tobacco to dialers upon receipt of a request by postcard or letter.



NOISE SUPPRESSORS—Ira Beanblossom, of the Dayton Health Department (left) and Jack Hodgkinson, WHIO engineer, part of a crew conducting noise tests in an effort to create public interest in stopping unnecessary traffic noises, operating the WHIO remote truck.

MERCHANDISING handled by Don Gardner, account representative of N. W. Ayer & Son Inc., Boston, for Kellogg Co., Battle Creek cereal firm, includes giving away during the week of Oct. 26, a measuring cup at all grocers with each purchase of Kellogg's All-Bran. On Oct. 13, Sylvia Winters started broadcasting *New England Pure Food Institute* over a five-station hookup of New England Network, including WEEI, Boston, WCSH, Portland, WTIC, Hartford, WTAG, Worcester, WJAR, Providence. Window posters for all grocery stores carrying Kellogg's All-Bran are being distributed. Newspaper advertising is included. On WBZ-WBZA, Boston-Springfield, *Kellogg's Melody Time*, a musical program, every Monday, Wednesday and Friday from 6:15-6:30 p. m., includes a slogan contest for Pep. Ten words or less are required. Prizes are 40 tickets to professional National League football games. Duration of the contest coincides with the conclusion of the season. A pair of tickets to the 20 best slogans received weekly are being given. Best slogans are chosen each week for the following week-end game.

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WTAM, Cleveland, has issued a 24-page 8x11 inch sales promotion booklet entitled *Johnny Turn The Crank* or *The Book of Wonders*, which strikes a new note in radio promotion material. The usual cold facts are spread throughout the book but are emerged into comic strip illustrations and copy. Howard Barton, WTAM sales promotion manager, conceived the unique presentation.

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WFIL, Philadelphia, is operating a miniature broadcast station at the Philadelphia Food Fair and Better Homes Exposition, for which it is exclusive radio representative. All types of programs are being broadcast from the exposition booth, which includes studio, control room and exhibits.

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WOR's book of fact and fancy, *To Market-To Market*, published early this year, received the annual Award of Merit of the American Institute of Graphic Arts. *To Market-To Market* will be placed on public exhibition from Oct. 20 to Nov. 7 at the Institute's galleries, 115 E. 40th Street, New York.

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WBT, Charlotte, N. C., held a pre-audition by transcription of the Swift & Co. CBS *Junior Nurse Corps* program for Sunbrite cleanser, with 25 women as well as retail officials attending. Sunbrite was displayed and given away.

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KFJZ, Fort Worth, drew considerable local publicity during latter September when the station donated a scholarship at Texas Wesleyan College, Fort Worth, to the listener submitting the best essay of not more than 150 words on the subject, "The Value of a College Education".

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IN ITS PROMOTION in connection with the Philadelphia radio show, WIP staged a two-way conversation from the show to an airplane above. An RCA receiver picked up the voice from the plane, fed it to the control room and it was relayed over the air.

★ No more impartial and unprejudiced survey of broadcasting stations' popularity has ever been made than the survey whose recently published results showed WLW to be the station most listened to in thirteen states.

★ *The same survey showed WLW to be the second most popular station in six additional states.*

THE CROSLEY RADIO CORPORATION • CINCINNATI